

MAR 9 1932

THE Publishers'  
Weekly

*The American Book Trade Journal*

62 West 45th Street, New York

VOL. CXXI

NEW YORK, FEBRUARY 27, 1932

No. 9

*Here Are Reasons Why You Will Sell*

***The FORTNIGHT  
In SEPTEMBER***

*Because*

**R. C. Sherriff's**

name is known all over the world and his play JOURNEY'S END was produced in fifty countries.

*Because*—although *not* a war story—G. B. Stern says: "In THE FORTNIGHT IN SEPTEMBER he repeats the same magic formula."

*Because* we are backing this novel with wholehearted enthusiasm!

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*Who killed Jim Kirke? —  
"Here's How!"*

*Who crept to stab him in  
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"Happy days!"*

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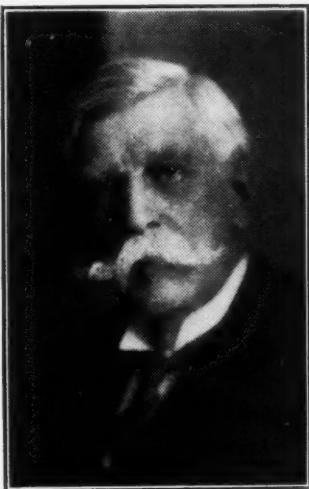


**386 Fourth Ave., New York**

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## THE BOOK OF THE MONTH

Unfortunately, however, not the choice of the Book-of-the-Month Club, which evidently found that this volume lacked the gusto (and authenticity) which marked **THE CRADLE OF THE DEEP** by Miss Joan Lowell—and other recent "selections."



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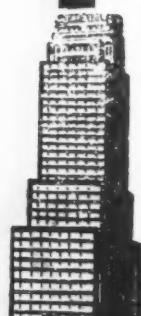
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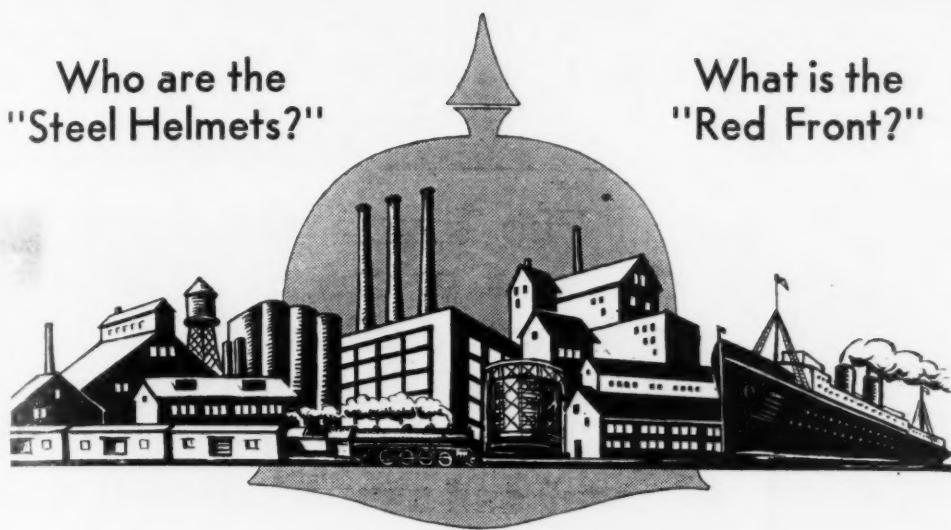
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*End paper maps and 9 illustrations by Harry Brown \$2 March 17*

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For the best essay of 100 words in support of a retail bookseller's reasoning as to the identity of the author of LOVE LIGHTLY, Brewer, Warren & Putnam will pay \$25. This contest closes March 25th. FREE copies of LOVE LIGHTLY can be obtained from The Baker & Taylor Co., or from the publishers. Address all communications to the Contest Editor.



*Love Lightly*

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MAY 6th

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Dear Mr. Reynal:

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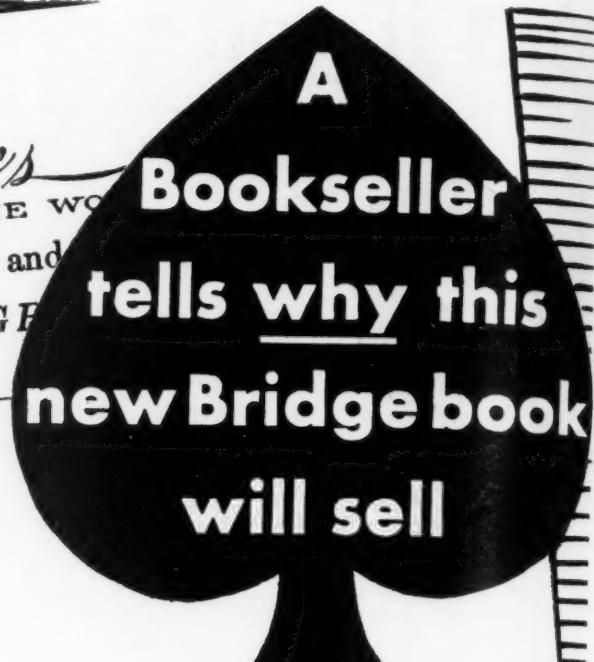
Clothing manufacturers change styles frequently so that people can't make last year's coat do. It is up to us as booksellers, to change the style in bridge books. The market for the present style is not completely saturated, but the law of diminishing returns is beginning to operate.

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### A BASIS FOR STABILITY

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Boston **LITTLE, BROWN & COMPANY** Publishers

# Watch RUFUS KING

222

**MURDER ON THE YACHT**  
 it is dark; if I did not know I was alone when  
 cabin I would think that that little creaking came  
 from the springs of the bed.

That, she knew, was stupid. Realistic as the  
 dummy was, it would not creak about in bed. Her  
 eyes kept fixed on the pencil of light, so steady, so  
 hypnotic, at the base of the passage door. They  
 were ignorant of the bedclothes being gently lifted  
 on the bed, of the dummy quietly, gently, lifting  
 feet over the edge of the bed, of the dummy's knees  
 in careful creeps inching along the cluttered noisy  
 floor.

It was time, she thought, that the hands of her  
 watch were nearing the quarter-hour. She reached  
 her own hot hand out toward the knife. It closed  
 on flesh.

This new mystery by the

author of *Murder by the Clock* will out-  
 sell any previous Lieutenant Valcour book —  
 and that means a sale in excess of 20,000  
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 Rufus King's popularity has been mounting  
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 special displays and promotion material, will be  
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- And March 17th will also bring these 3 mystery novels designed to sell:

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A Lieutenant Valcour Mystery

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E. P.

## Why This is an Important Book—

Here is the authentic account of one of the grandes passions of our generation. The man is one of the glories of French literature, winner of the Nobel Prize and internationally famous as playwright, poet and mystic, Maurice Maeterlinck. The woman, every whit his equal, is the great French actress and opera-singer, Mme. Georgette Leblanc. With unusual candor and delicacy Mme. Leblanc reviews their life together from the day she first met Maeterlinck at the age of eighteen to their separation twenty years later. The result is a beautiful farewell to the years now doubly lost, a poignant autobiography, and a critical study of Maeterlinck.

Mme. Georgette Leblanc, feeling that marriage might have awakened her from the perfect dream which she conceived their love to be, courageously engaged an apartment where they both lived and where for years she received in her salon such celebrities as Rodin, Mallarmé, Saint-Saëns, Anatole France, Judith Gauthier, and other brilliant personages of the period. She tells in detail of their daily life—how she protected Maeterlinck so that he could write in perfect silence and how she fought his battles with publishers, editors, producers, and interviewers.

She tells the whole story, also, of the fight between Debussy and Maeterlinck over *Pelleas and Melisande*. She writes revealingly of the Maeterlinck luck—plain bourgeois shrewdness which she tried in vain to imitate. The book is filled with innumerable touches that disclose the marvelously interesting life of these two great souls which lasted for twenty years and terminated with his sudden marriage to someone else.



# SOUVENIRS

## My Life With Maeterlinck

### By Georgette Leblanc

*Translated from the French  
by Janet Flanner*

With 32 Halftone Illustrations  
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# ELLEN TERRY AND HER SECRET SELF

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**GORDON CRAIG**

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The book is much more than an attack on Shaw, however. It is a defense of the mother and woman he knew as Ellen Terry, reminiscences that round out and correct the portrait of Ellen Terry given in her letters, and a valuable, first-hand account of the English stage in one of its most glittering periods. The trade should find it a fine follow-up and companion-piece to the Shaw-Terry Letters.  
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by ACHMED ABDULLAH and FAITH BALDWIN

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by HENRY C. ROWLAND

This is the story of Jim who majored in vice and won an "A" for the course, and of Cynthia who "meant well" and broke up a half dozen homes. But it is much more than that; it is the story of every man or woman who seeks Paradise here on earth or in the hereafter. And their name is legion.

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### ◆ WINDYJINN

by GRACE KELLOGG

The story of a woman who fell in love with a house; of a house that hated the man who stole her love from it, and of a man who tried to kill them both. A novel of distinct literary flavor, with, towards its conclusion, an extraordinary bit of melodrama.

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by KATHLEEN TAMAGAWA

An astonishing autobiography of a woman who had an American mother and a Japanese father. What does this daughter of a mixed marriage think of love? Where do her political sympathies lie—with imperialist Japan or democratic America? Can East meet West on any common ground?

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## A Joint Announcement

The publication date of the cloth-bound edition of THE YOUNG REVOLUTIONIST, by Pearl S. Buck, has been postponed from March 1st to April 28th.

The John Day Company, publisher of Mrs. Buck's novels, is acting as distributor of THE YOUNG REVOLUTIONIST to the trade, with the exception of religious booksellers.

THE YOUNG REVOLUTIONIST was written especially for use among young people in the churches. Upon the arrival of the manuscript, it became evident that the book would interest the wide public, because it tells a stirring tale of the Chinese youth of today, groping hungrily for a religious faith, eagerly seeking to help build a new China.

\$1.50

THE FRIENDSHIP PRESS  
THE JOHN DAY COMPANY

# Men and Women of America: RECONSTRUCTION Is IN YOUR HANDS!



You have studied "depression" charts. You have heard "depression" speeches. You have read "depression" articles.

If you are ready now to forget "depression" and give a thought to faith, common sense and reconstruction, come with us through this page.

**★ First, some figures—**

By the end of 1930, the national wealth of America had reached the astounding sum of one hundred and ninety *billions*—one hundred and thirty-four billions more than in 1914, an increase of 71%.

In our savings banks and trust companies, we have stored up more than twenty-nine billions.

In safe-deposit boxes, in private hiding-places of all kinds, we have a billion or two more.

We have, ready for use, more than nine and a quarter million bales of cotton, valued at about three hundred millions; and four hundred and twenty-nine million bushels of wheat valued at more than two hundred and fifty-seven millions.

We possess uncounted millions of feet of unused lumber, tons of unused coal and wool and steel.

What do these stupendous figures mean?

That America has more resources than the next six nations—and can stand on its own economic feet.

That, if these resources are put to work, instead of being allowed to lie idle, America will rapidly approach a normal condition and benefit all the other nations of the world by showing the way out.

*Let's put this wealth  
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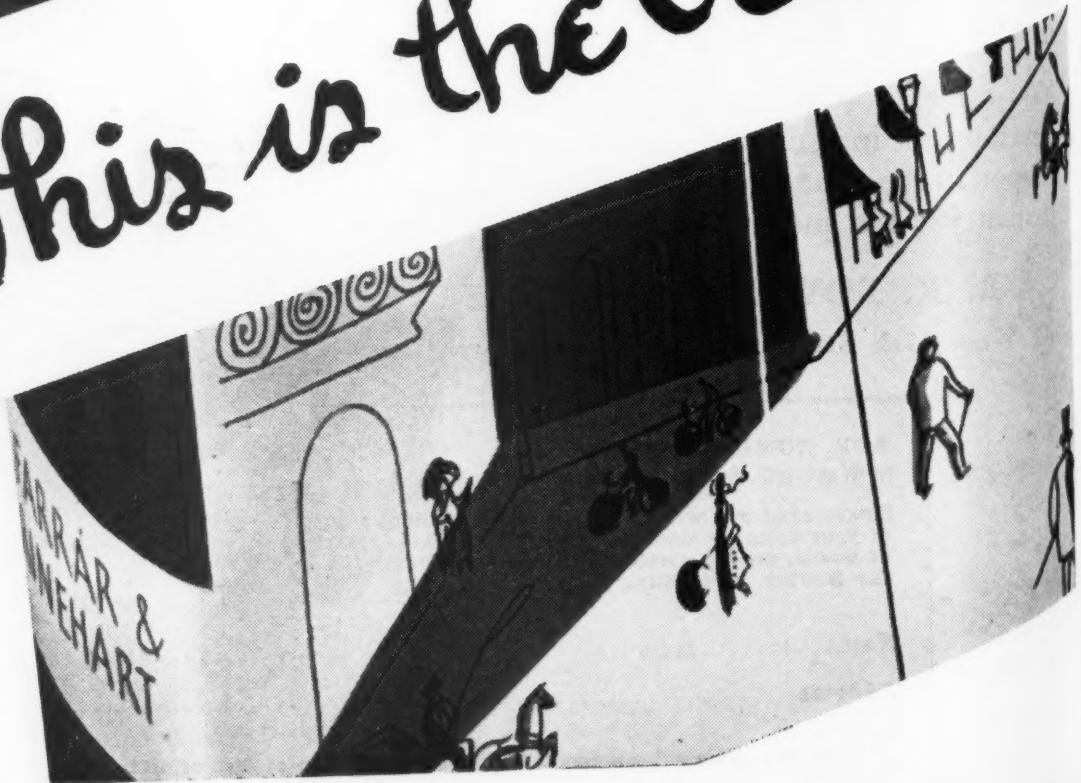
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# The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL.

NEW YORK, FEBRUARY 27, 1932

## Suggestions on Readings in Economics for Business People

Paul H. Nystrom

*Professor of Marketing at Columbia University*

ECONOMICS is the science of wealth, its production, distribution and use in the satisfaction of human wants. It is the basic science of business whether that business be the management of the affairs of a household, a corporation or a government. The original meaning of the word, economics, was household management. This is still its true meaning. The term, household, has simply been expanded in modern economics to include a factory, a retail store or a government as well as a private home. A knowledge of economics does not guarantee business success, but business success whether in a home, factory, store or government, is not possible unless operated on a sound economic basis.

The business occurrences of recent months point to a widespread need for a more general knowledge of fundamental economics. Neglect of these principles, both in public and private affairs, has led us from disaster to disaster. Business conditions built up on unsound economic foundations could not but crash. Those interested in the reconstruction of business on a healthy basis need the guidance of the science of economics.

There are hundreds of books dealing with the subject of economics, both from theoretical and practical aspects. The printing presses are apparently working overtime in this field. Some are excellent. Others, quite naturally, are of lesser merit.

Most of these works deal with specific problems or phases of current economic life. A considerable percentage of them, however, attempt to present a comprehensive background of theory as well as of suggested applications. It is on works of this type that recommendations will be offered here.

Modern economics obtained its first comprehensive general statement from Adam Smith in England in a work entitled "An Inquiry into the Nature and Causes of the Wealth of Nations," published during the same year in which the American Colonies declared their independence from Great Britain, 1776. It is not intended to recommend to the reader new in the field of economics to start with Adam Smith. This great economist has had many competent followers. The illustrations used are of course out of date and of historical value only, yet the new beginner in the study of economics might do a great deal worse in the selection of his first book than to take up Adam Smith's "Wealth of Nations." There is a wealth of sound economic sense, applicable today as well as a century and a half ago in this great work.

The science of political economy, following Adam Smith's time, was pushed forward during the early part of the nineteenth century in the works of Robert Malthus, David Ricardo, James Mill and John Stuart Mill. This early group of men constitute what is usually called the

"classical school" of economists. There have been many branches or off-shoots from the classical stem. Naturally, in such a subject as economics, there were bound to be fierce conflicts of opinion which in turn resulted in the establishment of several other so-called schools of thought advocating differences in explanations and theory concerning business and its problems. The classical economics with several amendments and additions, however, has continued to dominate economic thought down to within the present generation. Perhaps its best statement made within recent years was by Alfred Marshall, Professor of Economics in Cambridge University, England, in his "Principles of Economics." If the general reader has the time and energy to take up the study of Marshall's monumental work, he should by all means do so. While highly technical and closely reasoned, it is marked by great clarity and simplicity of statement.

In this country both the classical and its rival schools have had many illustrious champions. Among the older men whose names are famous for formulating the principles of modern economics there come to mind: General Francis A. Walker, President of Massachusetts Institute of Technology during the latter part of the 19th century, whose work, "Political Economy," 1881, was a splendid example of clear, straight-forward exposition; James L. Laughlin, formerly Professor in the University of Chicago in his "Elements of Political Economy," 1887; Simon N. Patten, of the University of Pennsylvania in his "Premises of Political Economy," 1885; J. B. Clark, of Columbia University in his "Philosophy of Wealth," 1885; and Richard T. Ely, for many years of the University of Wisconsin, author of "Introduction to Political Economy," 1889. The text and reference works prepared by these and several other students, with many revisions, made in following years, laid the foundations of American economic science.

So much for the background of economic science. We may now briefly survey the field of current economic works and, if possible, indicate articles and books which may prove most helpful to the general or business reader.

It is possible to secure a helpful founda-

tion on what *economics* is and what its main principles are by looking it up in any good encyclopædia. The Encyclopædia Britannica, 14th Edition, contains an excellent survey, written by Allyn Young, late professor of Political Economy in the University of London, and formerly Professor of Economics in Harvard University.

Another excellent survey, showing the development of economic thought is to be found in the Encyclopædia of the Social Sciences, Vol. 5, pp. 344-395. This article, or rather group of articles, prepared with an introduction and under the direction of Professor E. R. A. Seligman, stresses the changing aspects and the differences in viewpoints found in the field of this science.

Books on economics are usually written for one of four purposes, namely, to serve as:

1. College textbooks.
2. High school textbooks.
3. Manuals for general readers, particularly for those who have had no academic study in the subject.
4. Specialized works presenting new theories and explanations or analyses on current problems.

It is not always possible definitely to set down a book on economics in one or another of these classes without some unfairness, for there are textbooks which may serve the purposes of the general reader admirably, and a few works intended for popular reading might well be used in place of the better organized but more dryly presented texts in schools and colleges.

College textbooks far outnumber all other classes excepting the specialized works in class 4. Nearly every college in the country has its department of economics instruction, and many of them use books written by the heads of their departments respectively. Some of these departments are represented by two or more texts. It is possible that the authors of these works may feel hurt when the statement is made that all of them cover about the same ground and serve about the same purposes, their differences are largely matters of a few months or at most of a few years in up-to-dateness, in stress applied to particular phases of economic theory and in style of expression.

The reader who is ready and desirous to

tackle a college textbook on economics may safely select any one of the following titles and feel sure that he will find in it a sound, substantial statement of economic principles and exposition. A few readers may have special preferences, such as result from

acquaintance, from feelings of loyalty to certain groups or schools, and so on. There is really not so very much difference otherwise.

Among the standard college textbooks the following may be named:

Atkins, W. E., et al., "Economic Behavior," *Houghton*, 1931, 2 vols. \$8.50.

A treatment that is modern in style as well as subject matter.

Boucke, O. F., "Principles of Economics," *Macmillan Co.*, 1925, 2 vols. \$5.00.

Bye, R. T., & Hewett, W. M., "Applied Economics," *Knopf*, 1928. \$3.75.

Davenport, H. J., "Economics of Enterprise," *Macmillan*, 1913. \$3.25.

Deibler, F. S., "Principles of Economics," *McGraw-Hill*, 1929. \$3.00.

Edie, L. D., "Economics," *Crowell*, 1925. \$5.00.

A splendid, comprehensive analysis.

Ely, R. T., Adams, T. S., Lorenz, M. O., Young, A. A. "Outlines of Economics," 5th Edition, *Macmillan*, 1930. \$3.00.

A highly useful, standard work, that is considered a present day authority by thousands of students.

Fairchild, F. R., Furniss, E. S., & Buck, N. S., "Elementary Economics," *Macmillan*, 1930, 2 vols. \$5.25.

A new work that is destined to gain wide acceptance.

Fetter, F. A., "Principles of Economics," *Century*, 1915. \$2.75.

Fisher, Irving, "Elementary Principles of Economics," *Macmillan*, 1912. \$2.75.

Garver, F. B., & Hansen, A. H., "Principles of Economics," *Ginn*, 1929. \$3.00.

Gemmill, P. F., "Fundamentals of Economics," *Harper*, 1931. \$3.00.

Knight, B. W., & Smith, N. L., "Economics," N. Y., *Ronald Press*, 1930, 2 vols. \$8.00.

Seager, H. R., "Principles of Economics," 4th Edition, *Holt*, 1923. \$3.50

Seligman, E. R. A., "Principles of Economics," 12th Edition, *Longmans*, 1929. \$3.50.

Shearman, H. P., "Practical Economics," 2nd Edition, *McGraw-Hill*, 1929. \$3.00.

Slichter, S. H., "Modern Economic Society," *Holt*, 1931. \$5.00.

A dynamic, purposeful, up-to-date analysis of economics and current economic problems.

Taussig, F. W., "Principles of Economics," 3rd Edition, *Macmillan*, 1921, 2 vols. \$6.00.

Taylor, F. M., "Applied Economics," 9th Edition, *Ronald Press*, 1929. \$3.00.

Turner, J. R., "Principles of Economics," 9th Edition, *Scribner's*, 1925. \$2.75.

#### High School Textbooks

The textbooks prepared for high school use may be useful to the general reader as well. Lengthy reasoning is omitted. The style is usually simpler. Paragraphs are shorter and there are usually aids to

easy reading and comprehension, such as paragraph headings and specially marked topic sentences.

Among the more recently issued high school textbooks the following are notable:

Carver, T. N., & Carmichael, M., "Elementary Economics," *Ginn*. 1929. \$2.00.

Janzen, C. C., & Stephenson, D. W., "Everyday Economics," *Silver, Burdett*, 1931. \$1.68.

Ely, R. T., & Wicker, "Elementary Principles of Economics," *Macmillan*, 1926. \$1.68.

Moriarty, W. D., "Economics for Citizenship," *Longmans*, 1925. \$1.90.

Riley, E. B., "Economics for Secondary Schools," *Houghton*, 1930. \$1.60.

#### For the General Reader

Among the books written for general readers, and practical for those who have not had the opportunity for preparatory economic study, the following are recent:

Belloc, H., "Economics for Helen," *Putnam*, 1924. \$2.00.

Interesting but inadequate and not well balanced.

Carroll, M. R., "Our Wants and How They are Satisfied," *Barrows Co.*, 1930. \$1.00.

Franklin, F., "Plain Talks on Economics," *Putnam*, 1924. \$2.50.

A sound, conservative statement written in popular style.

Hewitt, W. W., "Rudiments of Economics," *Crowell*, 1928. \$1.75.

Le Rossignol, J. E., "Economics for Everyman," *Holt*, 1924. \$2.15.

A brief, well-written little book.

Le Rossignol, J. E., "First Economics," *McGraw Hill*, 1926. \$2.00.

Economics in this book is reduced to the A, B, C's.

Post, L. F., "The Basic Facts of Economics," Washington, *Published by the author*, 1927. \$0.50.

A simple statement of Economics from the Single Tax standpoint. Stimulating and well worth reading.

Soule, G. H., "Useful Art of Economics," *Macmillan*, 1929. \$2.00.

A friendly, interesting work telling simply what economics is and what its purposes are.

In the foregoing lists no recent works by foreign authors with the exception of Alfred Marshall's "Principles of Economics" have been mentioned. Many works have appeared in nearly all European countries, some of special excellence. The general reader's attention may be called to but one here, namely,

Gide, C., "Principles of Political Economy," *Heath*, 1924. \$3.20.

This work was written by the leading French economist and has been excellently translated into English. Some idea of its popularity in France may be gained from the fact that by 1924 it had passed through 23 editions. The examples and illustrations, however, are in French and money is expressed in francs rather than dollars, but the principles are very clearly and simply stated. Gide's book has served as an effective means of introduction to many English speaking students.

The reader who has followed this article so far, hoping, perhaps, for a suggestion on the one best book on economics,

may be prepared by this time for the statement that there is no such thing as a one best book for all readers and all purposes. Personal interests as well as tastes are important considerations. If the writer of this article were to be asked for his own preferences he would name the "Outlines of Economics" by Ely, Adams, Lorenz and Young first. Slichter's "Modern Economic Society," although entirely different in tone and treatment, would follow as a close second. Edie's "Economic Principles and Problems," "Economic Behavior" by Atkins et al., and "Elementary Economics" by Fairchild, Furniss and Buck are close competitors. Among the more popularly written books, George Soule's "Useful Art of Economics" is well worth another mention.

In closing mention should be made of the excellent little manual on how to read economics by W. H. Hamilton, entitled "Economics—Reading with a Purpose," published by the American Library Association, Chicago, and sold for 50 cents.

# George Washington: Literary Man

James Hay, Jr.

**I**N celebrating this year the George Washington Bicentennial, the people of America and many foreign lands will pay tribute to a man who not only loved books and accumulated one of the largest American libraries of his time, but also developed a tremendously forceful literary style.

Washington, it has often been said, had little education. This is true only in the fact that he had little schooling and that, from his fifteenth year, he was busy earning a living instead of being sent to school. But the truth is that he was the best educated American of his day. He was self-educated. He got his education by reading, by going to the theater, by travel, by contact with all classes and conditions of men, and by developing his intellect and his resoluteness so that he could handle triumphantly every situation with which he was confronted.

**H**e loved the theater. He saw his first play when he was nineteen years old. This was while he was on a trip with his invalid brother, Lawrence, to the Island of Barbadoes. This story of his evening in the theater was told in his diary, as follows:

"Was treated with a play ticket by Mr. Carter to see the tragedy of 'George Barnwell' acted. The character of Barnwell and several others was said to be well performed. There was music adapted and regularly conducted by M (the remainder of the name omitted.)"

Thereafter, whenever he had the opportunity he went to the theater. Throughout the greater part of his life he kept a diary telling in a few terse sentences the principal events of each day. And whether he

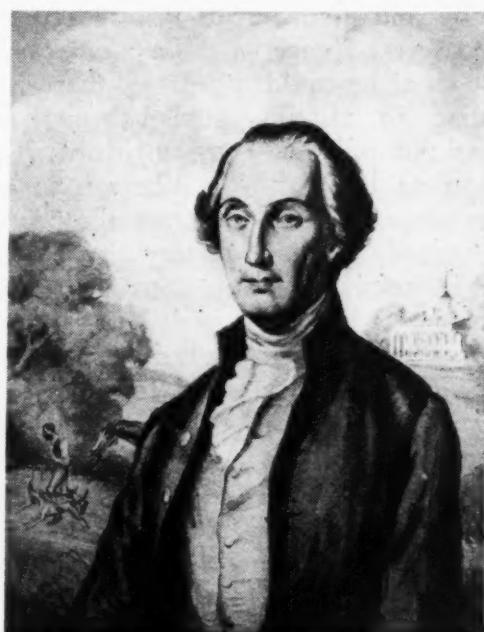
was at Mount Vernon near Alexandria, Va., or in Williamsburg, Va., as a member of the Legislature, or in New York and Philadelphia as President of the United States, or in any other town where professional or amateur acting was to be seen, his patronage of the theater could always be counted on.

George Washington was no less interested in books and their authors than in plays and their producers and actors. What he thought of magazines is best told in his own words, two brief paragraphs from a letter he wrote from Mount Vernon on June 25, 1788, to Mathew Carey, publisher of the "American Museum," urging Carey to continue the publication despite the fact "that, in a pecuniary view, it has not equalled your expectations," as follows:

"For myself, I entertain a high idea of the utility of periodical publications, in so much that I could heartily desire copies of the 'Museum,' and other magazines, as well as common gazettes, might be spread through every city, town, and village in America. I consider such easy vehicles of knowledge more happily calculated than any other to preserve the liberty, stimulate the industry, and meliorate the morals of an enlightened and free people."

"With sincere wishes for the success of your undertaking in particular, and for the prosperity of the typographical art in general, I am, Sir, etc."

At his death George Washington owned a collection of books numbering more than 900 volumes, at that time one of the largest libraries in Virginia. It contained an amazing variety of works ranging from



*Colonel George Washington:  
Fox hunter. Derrydale Press*

Chambaud's "Nouveau Dictionnaire Français-Anglais" to Hale's "Contemplations, Moral and Divine." He had also copies of plays, essays, fiction and collections of poems, but the subject on which he had the largest amount of literature, 125 volumes, was agriculture.

Here, as in all other things, George Washington was no poseur. It was in farming that he took his greatest delight. Farming was the calling which he would have followed all his life if his own wishes could have dictated his course. It was upon farming that he chiefly depended for his living. In the Mount Vernon plantation he had more than 9,000 acres. Hence, he set himself to know as much as he could possibly learn about farming in all its phases, and in this study he not only accumulated books and pamphlets but carried on a voluminous correspondence with agricultural authorities in Europe.

He was also as generous in helping out financially the authors of books as he was in contributing to playwrights and benefit performances in the theater. One instance of this was his subscribing in advance of publication for twenty copies of Barlow's "Vision of Columbus."

So, in writing about George Washington and the plans for the celebration of his Bicentennial, the authors of today will tell the story of a man who was one of them in spirit and in performance. He was the most vigorous, influential and stirring writer of his time. More even than Benjamin Franklin, he left upon the consciousness of this and other countries an impress which is powerful today, an inspiration to good citizenship, high thinking and noble work.

Naturally, his style was forceful, and it had clarity and lucidity in superlative degree, because he wrote as he thought and

was never weakened by evasion or insincerity.

His diaries, his many thousands of letters, his state papers and addresses—all are eloquent of the wise conclusions of the great intellect which, having thought deeply, formed its decisions with invariable rightness.

The United States George Washington Bicentennial Commission was charged by Congress with the task of bringing the American people into such intimate acquaintance with the character and career of the Father of His Country that they would be inspired to better citizenship.

To accomplish this, the Commission has decreed that the Bicentennial shall be observed through nine months, from February 22 until next Thanksgiving Day.

There is to be no great central show to attract the people to one place exclusively. Every city, town and village in the country is setting aside, within the celebration period, a number of patriotic dates on which it will stage appropriate ceremonies and festivities.

In this way, the commemoration will literally blanket the United States.

It was inaugurated at noon, February 22, by President Hoover's speech to the joint session of Congress on the life of George Washington. This was followed on the air by a mammoth chorus outside the Capitol singing "America" accompanied by the United States Marine Band, and all Americans were expected to hear this music through their loud speakers and to join in the singing. This mental picture of all Americans simultaneously singing the national hymn gives a tremendous idea of the unanimity with which the Commission has planned that the nation shall pay tribute to the greatest of all its citizens.

*The Publishers' Weekly of January 30, in connection with the nationwide plans for the celebration of the Washington Bicentennial, carried two articles concerning books on the First President. Henry Steele Commager, co-author of "The Growth of the American Republic" made an evaluation of recent outstanding critical biographies of Washington, pointing out that, in general, Washington's biographers have humanized him without debasing his dignity. The other article listed a group of popular reprints for the Washington year as recommended by the Bicentennial Committee on Programs for the National Celebration.*

# Liquidating Excessive Stock

Stephen Moore

EVERY bookstore no matter how large or small has the continual problem of liquidating old stocks, and frequently a store has the problem of liquidating stocks in excess of what should be carried for sound business. The problems are much the same and will be treated as one in this article.

The correct amount of stock at any time of year is approximately the amount of sales for the next three month period. In other words if the book sales for the three months right ahead should equal \$10,000 then that should be the amount of stock (at retail) that should be on hand. Let us assume for sake of illustration that the bookseller finds that instead of \$10,000 worth of books he has \$12,000 on hand—then his excessive stock is \$2,000. This will be: first, too many copies of titles that are ready sellers, and second titles that would not be repurchased if they run out of stock.

The first step in reducing stocks is to find where the excess is. The bookseller should take a sheet of paper and list the old titles that would not be restocked and total them up—if these equal or exceed the total of the excessive stock then he does not have to worry about the current books of which he has too many copies.

The one criterion of whether a title is desirable or not is: "would this title be purchased if it were not in stock?" This is a simple question—but the only way it can be answered is for the buyer to go over his entire stock title by title, and determine for himself. Then he should list every undesirable title.

The next step is to determine whether or not the book can be sold at its present price. The salesman who has charge of a special section of the stock can help the buyer in making the decision. Maybe the title has not been displayed properly, maybe it has not been shown to a sufficient number of customers. It is a great mistake for any buyer or salesman to determine on his own judgment that a title is not desirable.

The only person who can pass final judgment is the customer. If a number of customers reject the item then the question of revising the price is in order.

Let us assume that we have a travel book "Jungle Life at the South Pole"—there are a number of illustrations and the subject is not unpopular, but due to over-enthusiasm of the buyer ten copies were purchased rather than a more judicious five. There are five now on hand. One way to sell them is to cut them to \$1. This would certainly sell them, but the loss at retail would be \$20. If the book were marked to \$3 it would be possible to sell some of them. The book is then marked down to \$3. After a couple of months instead of five there are now only two with little hope of selling them at \$3, so they are marked down to \$1. In this gradual markdown, \$11 is realized instead of the \$5 which they would have brought if all had been marked \$1 at first.

Retailing cannot be profitably conducted if markdowns are not being taken constantly. I think that current books should be given a reasonable time in which to sell—say six months, but after that they should be looked over carefully and given special attention or display. Sometimes a little care will move the excessive stocks which would need drastic markdowns later on. Certainly any book over a year old should be cut in price and moved out of stock unless it is a title always in demand.

Department stores generally have the policy of refusing to keep in stock books over a year old. Bookmen generally have disputed this policy saying that many books have a longer life and that they can be sold at the regular price if held. As in most other instances where a hard and fast rule is laid down there is a common sense rule somewhere between refusing to keep any book over a year old and keeping all until there is some radical housecleaning.

Let us suppose there is in a shop a ten dollar biography that in the past has been

a good seller and there is some latent demand. We had 8 on hand at the beginning of the year and ended the year with 7. It would be unwise to carry more than two at the most as at the rate of sale indicated it will take eight years to sell out. So the smart thing to do is to sell out all but two at a cut price but keep two sets on hand.

Merchandise students claim (and rightfully) that it costs at least 20% a year to carry merchandise on the shelves. Interest taxes, and room occupied make up this figure. Some claim that the cost is nearer 33%. There is no question that 50% of the retail price now is more desirable than 100% two years from now.

#### Old Merchandise Dangerous

With most stores in a position where there is little surplus it is very dangerous to let old merchandise accumulate because there is a day of reckoning. Let us assume that there is \$25,000 listed on the balance sheet as the value of the stock while \$12,000 of it is over a year old. There is a potential and real loss of at least half of the value of the books which are over a year old. This means that the real value of the inventory is not \$25,000 but is nearer \$19,000.

This \$6,000 loss is serious to take in any one year but the quicker it is taken, the quicker the pill will have its effect. Many, many stores have gone broke for no other reason than that the owner has spent for personal needs money that should have been written off the books.

#### Excessive Stocks

Now for the other part of the stock reduction picture and a part fully as important—the excessive stocks or new current books on hand. A careful listing, title by title, is the first essential; and then a selling plan should be formulated to move this excessive stock. One year the buyer will have too much current fiction, another year too many reprints, another too many juveniles, another too many Bibles. As I stated before, first of all the buyer should list the excessive stock, then decide what to do and finally do it. Sometimes it is possible to swap stocks to get faster selling titles. Other times salesmen should work on the titles of which there are too many. Sometimes, when there are reprints

it is possible to get rebates to sell them at lower prices.

It is harder to move excessive stocks of recent fiction without too great a cost than any other type of books. One thing that will help is to buy only the essential titles and them in small quantities until the stock is pulled down. In fact always when overstocked, buy lightly of the class to keep the customers satisfied, but buy. The greatest mistake that a buyer can make is to stop buying because he has overbought. This is like the story of the Scotch farmer (this wasn't included in S & S's book) who decided that hay was too expensive so started to feed his horse sawdust. Just as the horse was getting used to the diet he died.

Salesmen tell me that often they find buyers who instead of buying the high spots stop buying entirely. This drives customers away and gives the overstocks less chance to sell than ever.

#### Buy Half of What Is Sold

When one has excessive stocks, sometime an arbitrary rule of buying one-half as much as is sold is a good plan providing real effort is used to sell what is in stock. In a reasonable time the stock will be down to where it should be, and then normal buying can be resumed.

Quite frequently a buyer will find that he is overstocked so will cut down in buying all over the shop. Because one is heavily stocked in juveniles is no reason to cut down drastically in recent fiction. To be sure a buyer would be foolish to plunge on titles when overbought and it will be well for him to be cautious in all buying. This type of buying policy comes from the buyer who does not know where he is overstocked and so does not work to reduce his overstocks at a specific point. The ideal should always be the balanced stock with the proper amount in each type of book.

The problem of a balanced stock is an acute one that confronts the buyer daily. Every purchase that he makes will either tend to improve or detract from his general stock. The careful buyers who will make balanced stock an everyday problem are those that make money for their stores. Those who get excited once in several years are the ones that give the headaches to the owners.

# Science Booklists

**S**CIENCE BOOKLISTS, each covering books applicable to a certain branch of science are being issued by the American Association for the Advancement of Science. It is these booklists which are being used in connection with the City College Radio Talks on Science Books which were announced in the January 30 issue of the *Publishers' Weekly*. The object of these lists, as stated by the committee who prepares them, is threefold: first, to select and describe a few authentic and especially interesting books acceptable

to the "general reader"; second, to supplement these with several introductory treatises in understandable style; and third, to suggest a group of text-books for more advanced study by ambitious amateurs or persons studying by themselves. There are 27 lists in all, which are generally obtainable through public libraries and museums, but which will be sent by the Association on receipt of a small fee for postage charges. Books listed on the first list, which is entitled "Science in the World Today," are:

#### General Introductions

WARD, C. H. "Exploring the Universe; The Incredible Discoveries of Recent Science." 1927. *Bobbs-Merrill.* \$3.50.  
 CALDWELL, O. W., and SLOSSON, E. E., eds. "Science Remaking the World." 1923. Star Edition. *Garden City.* \$1.00.  
 THOMSON, SIR J. A., ed. "The Outline of Science." 4 vols. 1922. *Putnam.* \$4.50 ea.  
 NEWMAN, H. H., ed. "The Nature of the World and of Man." 2nd ed. rev. 1927. *Univ. of Chicago Press.* \$5.00.  
 HUXLEY, T. H. "Essays," 1929. Modern Readers' Ser. *Macmillan.* 80 cents.  
 LAW, F. H., ed. "Science in Literature." 1929. *Harper.* \$1.20.  
 GINZBURG, BENJAMIN. "The Adventure of Science." 1930. *S. & S.* \$5.00.  
 LANGDON-DAVIES, JOHN. "Man and His Universe." 1930. *Harper.* \$5.00.  
 MILLIKAN, R. A. "Science and the New Civilization." 1930. *Scribner.* \$2.00.  
 PUPIN, M. A. "The New Reformation." 1927. *Scribner.* \$2.50.  
 CLEVELAND, F. A., ed. "Modern Scientific Knowledge." 1929. *Ronald Press.* \$4.50.

Annual Report of the Smithsonian Institution for the year ending June 30, 1929-1930. *Washington, D. C. Superintendent of Documents.* \$1.75.

#### The Physical Sciences

SLOSSON, E. E. "Creative Chemistry." 1930. New rev. ed. *Century.* \$3.50.  
 BRAGG, SIR WM. H. "Concerning the Nature of Things." 1925. *Harper.* \$3.00.  
 JEANS, SIR J. H. "The Mysterious Universe." 1930. *Macmillan.* \$2.25.  
 EDDINGTON, SIR A. A. "The Nature of the Physical World." 1928. *Macm.* \$3.75.

#### The Biological Sciences

HALDANE, J. B. S. "Possible Worlds." 1928. *Harper.* \$2.50.  
 JENNINGS, H. S. "The Biological Basis of Human Nature." 1930. *Norton.* \$4.00.  
 WELLS, H. G.; HUXLEY, J. S., and WELLS, G. P. "The Science of Life." 2 vols. 1930. *Doubleday.* \$10.00.  
 COMSTOCK, MRS. A. B. "Handbook of Nature Study for Teachers and Parents." 1931. *Comstock Pub.* \$4.00.

#### General Science Texts

CALDWELL, O. W., and CURTIS, G. F. D. "Introduction to Science." 1929. *Ginn.* \$1.68.  
 HUNTER, G. W., and WHITMAN, W. G. "Problems in General Science." 1930. *American Book Co.* \$1.72.

# THE Publishers' Weekly

*The American Book Trade Journal*

Founded by F. Leyboldt

Published by the R. R. BOWKER CO., 62 West 45th Street, New York City; R. R. BOWKER, President and Treasurer; FREDERIC MELCHER, Vice President; JOHN A. HOLDEN, Secretary.

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February 27, 1932

*I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.*  
—BACON.

## Trade Building Through Associations

AMERICAN industry is turning more and more to its trade associations in laying the foundations for business expansion, as is strongly evidenced by a current report of the Trade Association Department of the Chamber of Commerce of the United States. This report outlines what a hundred trade associations are doing in every department of industry. For instance, the United Typothetae of America has held a sales conference on marketing facts and the need of planning campaigns; the Life Insurance Research Bureau has been preparing films for sales education; the Ice Cream Manufacturers have been classifying regional sales and charting monthly demands; the American Hotel Association is studying operating costs; the National Retail Jewelers are studying the cost of operating various types of stores. So each association is doing jointly what no one firm is competent to do to get an adequate picture of cost, distributing methods, retail problems and of sales methods. Business building by cooperation is in the air in every industry. In the booktrade the Cheney Survey and regional conferences are showing that the book industry intends to use this method for business building.

## Books to Argentina?

ALTHOUGH the exports to Argentina are by far the largest of any country in South America, a total of \$173,000 for 1930, including catalogs and pamphlets as well as books, this seems a very small amount and must be far below what could be developed if there were any adequate book service from America to Buenos Aires. Taking the more recent figures of December, 1931, there were shipped to Argentina books to a total value of \$4,227 plus \$17 worth of textbooks and \$158 worth of pamphlets. This is a small amount, indeed, for a country of 11,000,000 population, containing as it does a city of 2,000,000 people with a large colony of Americans and other English-speaking people. In fact, Americans in Buenos Aires often speak of the difficulty of securing books published in the United States.

Yet the United States as a center of educational, scientific and technical activity, has great significance in the imagination of Latin America. The masses of the people learn about America through the movies and the daily press, which play up the sensational aspects of our life. Among educated people there is a demand for our books. This demand is increasing and is worth developing.

A few years ago Edward S. Ames launched a project for reaching these markets to the South through a magazine called *El Libro*, which was later taken over by G. Arbaiza. But a more important thing would be to have the books on display in such a city as Buenos Aires, and to accomplish that it would be necessary to have some coordinated effort on the part of a group of publishers whose lines would represent a varied American output. There should be some local bookseller there who could be induced to take up the question of distribution on some practical basis; the best booksellers have excellent credit and good banking connections. In Buenos Aires, too, there is the well-known Instituto Cultural Argentino-Norteamericano which would lend its assistance to any project to place American books in Argentina.

There has always been the practical difficulty in such projects of slow steamer connections and of price comparisons with European books, which, in the depreciated currency of Latin America, can be bought

## The Vanguard Bill

more freely than books from the United States, yet the type of material issued in America has a such a strong appeal that there must be very conceivably a market which could be extended and made fertile for the future. Here in a country where our books are needed is the best possible area for trying to increase our exports, and in doing this publishers would have the co-operation of library, educational and diplomatic interests.

### Copyright in the Days of Mark Twain

**A**S the problems of copyright are again uppermost in the minds of authors and publishers, it is interesting to recall that in one of the auction sales of last year, as indexed in the American Book Prices Current, there was sold a letter from Mark Twain to Kate Douglas Wiggin written from Washington but without date which reads as follows:

"...It may be that this improved copyright bill can be pushed to success; if so, there is only one way, not two: every member of Congress must be reasoned with individually. I am the only person that is willing to undertake this formidable enterprise, & perhaps the only one who has the gifts to do it 'andsomely.'

"...The Speaker gives me his private room in the Capitol & a servant to send for members....Sunday afternoon I shall talk to the President & try to get him to send in a special message...."

Perhaps what the campaign needs now is a Mark Twain but it is difficult to say who could fill just the place that he held in popular estimation and influence. Conditions have also changed since his campaign, for at that time authors and publishers occupied the center of the stage. Now music has taken that place as the chief field of argument and the broadcasters, who are only users of music material, and not actual creators, are curtailing the chances of the American creators of music or literature by insisting on nominal damages and compulsory registration as a protection against innocent infringement, thus making it impossible for America to enter the International Copyright Union.

**T**HE sponsors of the Vanguard Censorship Bill at Albany did not succeed, in their visit last week, in getting the Bill out of Committee, but they did much to increase the legislative interest in this proposal and the press gave them very fair and worth-while support.

The proposals contained in the Bill ought to appeal to anybody who believes that the problems of the bookseller in handling various types of literature should be met on a fair basis. The Bill drafted by Morris Ernst follows the lines that have proved feasible in the jewelry field and proposes that the responsibility shall be shifted from the bookseller to the publisher if the publisher is within the jurisdiction of the court.

John S. Sumner, who opposed the Bill, for what good reason was not clear, brought up many irrelevant matters that had nothing to do with the particular point involved, but his irrelevant meandering must have impressed some of the Up-State legislators. It is felt that the next time the Bill is brought up it will go through.

### Books on the Air in Britain

**T**HE English method of controlling the air is to give a royal charter to the British Broadcasting Corporation, the B. B. C., so that it has complete control of the air, and the cost of the programs is paid by a tax on the receiving instruments. This does away with the method of building up programs by advertising interests, and it has been claimed that it gives to the programs a higher educational quality. It seems, however, to fall somewhat short of perfection, as the public apparently wants to have the B. B. C. keep its programs rather strictly within certain limits. Lately all comment on current novels has been cut out of their literary program for fear they should mention some book which should be deemed unpleasant by some of their constituents. Having thus curtailed literary comment the Corporation now puts out a literary weekly called *The Listener* and announces printed comments on current novels. It is strange for a broadcasting company to admit that print is more useful than the air to get book news out to its audience. The joke seems to be on the B. B. C.

# Making Windows Sell

*Windows Emphasizing a Single Title*

Sanford Cobb

*Associate Editor of the Publishers' Weekly*

**A**S a general rule, the more different titles shown in a window display, the greater is the chance of luring the customer into the shop. There is, however, a decided advantage in occasionally devoting the entire emphasis of a display to a particularly timely book, either by using nothing but this book in the display or by using other titles simply as background or to tie in with the stressed book. In selecting a book to be displayed in this way it is usually best to choose a title which has definite best seller prospects or one which will carry a very strong local interest. In the case of the established best seller, people are going to buy it somewhere and if your shop presents it forcefully enough it will be from you that the purchase is made. In the case of a book with local interest, by making an especially appealing display one shop can sometimes get a whole town to talking about, and buying, a certain title.

It is axiomatic to say that the main thing to strive after in a window of this type, as in any window, is interest. This must be of two kinds. It must first arrest the passer-by sufficiently to make him stop and look and then must present the book in a sufficiently revelatory and inviting way to make him buy it.

To stop the prospective customer, many means may be used. Perhaps the simplest, especially if the show window is a large one is to use well-arranged masses of the book. A high and solid pyramid of the title, flanked on either side by smaller groups will often produce the desired effect. The constant repetition of a title across a window catches the eye even of one who is in a hurry. A poster at the focal point of the display will often help. Many shops had excellent success with the "Epic of America" through a display of this type. The attractive red, white, and blue poster supplied by the publishers was placed in the

center of a large pile of books of this title, and graduated pyramids were built away from it. Borders of other titles on the same subject completed the display. It is possible so to arrange the display that the eye is led from whatever point it begins to notice the window to the center of the display. This is always a desirable feature.

For certain titles other ways of arresting attention may be used. Particularly good is the use of supplementary display. A railway terminal bookshop recently attracted great crowds to its window display of "Adventure" by using material obtained from the Explorers' Club. Such things as Lap costumes, African witch doctors' weather flutes and old men's betel nut grinders may be counted on to stop people successfully. Photographs are always good material, particularly for travel or adventure books, or, in case of other types, photographs of the author or the locale are effective. One of the chief factors in sending "The Human Body" off to such a flying start in New York was the use many shops made of anatomical charts and exhibits. "The Lady of Godey's" was displayed with prints from *The Ladies' Book*, and "Left Hand Left," a mystery centered about a magician, was successfully presented by using in the display apparatus borrowed from the local Magicians' Society. Anything out of the ordinary that can be used in this way will add greatly to the drawing power of the display.

So much for attracting attention. Once this is done the book must be so presented to the prospective customer that he will want to buy. It is well to tell as much as possible about the book through the display. This can be accomplished sometimes with the posters supplied, providing they present more than the all too usual extravagant blurb. Reviews cut from newspapers and magazines and pasted on poster board make



*This photograph of the Lord & Taylor Book Shop's window display of "Rackety-Rax" in New York, wins the first of the current series of bi-weekly \$20 awards for the most attractive and effective windows. In this case the entire display is very effectively given over to one title and original drawings are used*

good material, and the book itself, opened up to key pages will work wonders. If a book is illustrated it is always wise to have copies in the window that are opened to the illustrations or, better still, to secure from the publishers, as is sometimes possible, the original drawings of the illustrations. And very often it is effective to use a small card stating the price of the book. Booksellers have long been shy of this, perhaps because they think it is cheap practice or perhaps because they think it will scare away the prospective buyer. It has been proved in many cases, however, that except in the case of the highest priced books, this is an effective sales method. Many times a customer is timid about asking the price of a book he wants and shies away from the shop on that account. It is much better practice to tell him *all* about the book from the start.

If photographs or special display material are used, small cards tying the display in with the text often serve to transfer the interest of the observer from whatever attracted his attention to the book itself. These should by all means be printed in

large enough type to be read easily. Ordinary typewriting is not usually legible from any great distance, nor are very fancy types of lettering.

Many effective displays of this type have been used recently. Putnam's Bookstore in New York had a large window in which a very striking display was made by using the dollar edition of "Married Love" in great quantity, with no other titles at all in the display. The red jacket of this book in tall piles made a striking appearance and resulted in a good sale of the book. The Doubleday, Doran Shop in the Grand Central Terminal this week has a display centered about "Brave New World" in which a compelling red and white poster occupies the central position of attraction. In this case other recent novels and light non-fiction were used to fill out the window. The Lord & Taylor Book Shop used "Rackety-Rax" in the display reproduced above and found it attracted a great deal of interest.

The third article in this series which will be devoted to window displays of Garden Books will appear March 12th.

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## Sales Notes

**A**NOTHER publishing house has joined the ranks of those giving out confidential advance information about their lists for the use of the trade. *Whittlesey House* has issued a set of mimeographed sheets giving a dispassionate analysis of the books to be issued this spring, which buyers should find of great use in their ordering. Each analysis is divided into three parts, outlining the book, the author and the appeal. A note to the booksellers on the front cover states that the information is for the use of the bookseller and his clerks and is not to be given to the press nor shown to the general public, although it is intended to serve as a guide in presenting the books to prospective buyers. "We are offering this in lieu of a catalog," it goes on to say, "in the belief that books can be sold to the trade and to the public without ballyhoo."

\* \*

A year ago the Inner Sanctum of *Simon and Schuster* appealed through the pages of the *Saturday Review of Literature* for an audience of romantics for Henry Baerlain's "Dreamy Rivers." This was the only promotion used for the title and yet the entire edition was sold out. So effective was this appeal that the Inner Sanctum is trying the same type of announcement for Baerlain's new book, "Enchanted Woods." This unconventional ad cries, "Will booksellers forget their budgets and librarians forsake their card indexes once more, to answer another cry from the unrepentant heart? Will the lovers of Dreamy Rivers lose themselves again in Enchanted Woods? . . . Again your correspondents have cast their lot with the singers and wanderers. Again romance has made its rendezvous for the little things that are tremendous."

\* \*

Every bookshop should have its specialty. George and Lucile Kirk, who recently celebrated the fifth birthday of their Chelsea Book Shop in Greenwich Village by moving into larger quarters, go in heavily for criminology. In their shop mystery writers and students of criminology find a complete

library of crime and detection. Most fascinating to us were the pamphlets issued before the days of the Associated Press in which the "life histories" or "confessions" of famous criminals were spread in purple passages for the eager public. George Kirk is proud of the completeness of his collection. He says these pamphlets are getting very rare now, and that they are invaluable to the criminologist. Because the shop is in the Village, the Kirks also find a very satisfactory market for the moderns. They had to reorder the Faulkner issue of *Contempo* several times.

\* \*

An innovation in publishers' advertising in the newspapers has appeared in the *New York Times*. Every Wednesday on the same page as "Book Notes" appears a two column layout devoted to ads from ten different publishers. There is an attractive border and the display is headed: "New Books. Publishers' Midweek Presentations."

\* \*

It's time to start displaying garden books in earnest. Many New York shops have put out tables of small books on gardening during the past week or so and all are finding an immediate response. Morris Axelrod says that his Doubleday, Doran shop in the Grand Central Station will feature them steadily from now until late spring. He has his table right near the door where every commuter who enters the shop is reminded that he must find out just when he can expect his tulips to come up. Scribner's, it will be remembered, had a successful garden window several weeks ago. Dutton's, Inc., also has a prominent display.

\* \*

Andrew Otway, ingenious hero of "Life and Andrew Otway" has a bookselling plan that looks like the Perfect Panacea. Otway, recognizing the strength of the Renting Instinct in the average bookbuyer, diverted that instinct into buying channels. And this is how he did it: For each book returned clean and in good condition within five days after purchase he offered to

pay the equivalent of 75 cents. You can see how it would work out. The book is sold for, say, \$2.00. The customer reads it and returns it, getting 75 cents back from Mr. Otway, whose gross profit on the transaction so far becomes only 5 cents, figuring on a 40% discount. But, Mr. Otway sells the book again for \$2.00, thus increasing his profits to \$2.05! This can go on indefinitely until the one book has earned \$4.00 or \$5.00 when it can be sold as a second-hand volume. Publicity sheets on this novel scheme were sent out recently by *G. P. Putnam's Sons* and resulted in at least one letter from an agitated bookseller who viewed the whole idea with genuine alarm!

\* \* \*

When Walter Hampden arrived in Philadelphia with "Cyrano" the Doubleday shop there put in a big supply of the Modern Library edition of the play and got "stills" from the theater for display. They sold over fifty copies and were congratulated by many customers who had found other shops out of stock.

To Elsie Stokes and Alice Stockell, Nashville booksellers who need no introduction to readers of this department, went the distinction of being the subjects of the first in a series of articles on the achievements of Nashville women which was instituted recently by the *Nashville Banner*. Among the achievements reported was the sale of 500 copies of "The Story of the Confederacy" during the last few months.

\* \* \*

This shop has probably entertained more literary celebrities than any other in the country. Marquis James made his first appearance at Stokes and Stockell, as did also Roark Bradford, Francis Griswold, George Fort Milton, Robert S. Henry, Carolyn Gordon Tate and Irina Skariatina. Sherwood Anderson, Robert Frost, Thornton Wilder, Christopher Morley, Joseph Hergesheimer and Meredith Nicholson are also numbered among the many who have visited in this shop. Julia Peterkin is expected later in the spring to autograph "Bright Skin," her forthcoming book.

## Customers' Choice

**W**E might almost call this "Contest Week," so many publishers are announcing competitions of one sort or another. There's *Dutton's* "Black Magic" contest. It gives public and trade an opportunity to share the trials and tribulations of selecting a trade list and of forecasting what that list will do, and takes its name from the observation in the Cheney Survey that publisher's editorial offices were influenced in selecting titles for their lists by "Black Magic." There are two ways one can win this contest. First, he can get a *Dutton* spring list and select from it the books he thinks he would have published; and second, he can point out on the list the books he thinks will be commercially profitable. For the best letter accompanying the first list and giving reasons for the choice made there will be a prize of \$50 in books. On May 31st *Dutton* bookkeepers will go into a huddle and prepare a list of the books which have shown a profit. To the first 15 people who come nearest to actual fact on

their second lists will go \$10 in books. The contest closes April 15th. It looks like a golden opportunity for back-seat drivers.

\* \* \*

And *Simon & Schuster* are giving devotees of "The Word Game" an opportunity to match their skill with that of the author, Peter A. Dolan, who is a past master at making little words out of big ones. The player is given a nine- or ten-letter word and invited to see how many different words, exclusive of plurals and past tenses he can get out of the same letters. There is no time limit to this contest, but autographed copies of the book will be given to the first ten persons who will send in lists that equal Mr. Dolan's record.

\* \* \*

For the best historical novel, dealing with the American scene by an American author, regardless of whether or not he has had anything published previously, the Stratford Company offers a prize of \$1000

plus royalties and 50% of movie and serial rights. Manuscripts must be submitted not later than November 1st and must be adventurous and full of action rather than psychology.



*Caricature of Margaret Fishback whose "I Feel Better Now" is showing great possibilities*

The *Viking Press* has a contest, too, in connection with "Ask Me Again!—The Third Question Book" which will appear April 1st. Carl Van Doren has prepared a special literature test for this volume, and *Viking* is awarding a free copy of the book to any bookclerk or dealer who turns in an answer rating 80% or better. Such questions as "Are Shakespeare's sonnets addressed to a man or a woman?" and "Who are the Struldburgs" ought to keep the list of winners within bounds.



A prize contest offer limited to sales forces of retail bookstores, the book section of department stores and the sales force of book jobbers is announced by *Dodd, Mead*, in connection with the publication of Agatha Christie's "Peril at End House." To win the first prize of \$25 the contestant must write the best sales talk of from 250 to 500 words, from the point of view of a retail sales person on "How I Present Agatha Christie to a Customer," stressing the salient features of the author's work, especially her latest book. Letters must be postmarked not later than March 4. They will be judged

by Arthur M. Chase, treasurer of *Dodd, Mead*, and author of "The Party at the Penthouse"; Frederic Melcher of the *Publishers' Weekly* and Joseph C. Pfeiffer, advertising and sales counsel.



*Dodd, Mead* also offers first and second prizes of \$50 and \$25 for photographs of the best window displays featuring the same book. The deadline is the same on this contest as on the one above. The announcement of the contest states that the size of the window will not necessarily be a deciding factor in making the award, which will be given on the general attractiveness and effectiveness of the display.



And then there's the *Atlantic Monthly-Little Brown* announcement of a \$5000 award for the most interesting unpublished non-fiction work submitted to the *Atlantic Monthly Press* before March 1, 1933. It may be on any subject — biography, autobiography, history, science or discovery. Two previous non-fiction prizes conducted by this house were granted to the authors of "Grandmother Brown's Hundred Years" and "Forty-Niners."



But from the Doubleday, Doran Book Shops comes the most novel contest of all. It is announced in the current *Book Dial*, issued by the shops, and is called the "Contest" Contest. Customers are invited to outline the kind of book or author contest they think would interest the greatest number of people and still be workable. Four prizes of books, ranging from fifty to five dollars worth will go to the four contestants submitting the best ideas. Ideas must be workable, must involve no higher prizes than those mentioned above, must "tie up" with the *Book Dial* and must stimulate both the reading of books and an interest in the Doubleday, Doran Book Shops.



The believe-it-or-not instinct is making customers for "John Hanson, Our First President" recently issued by *Brewer, Warren & Putnam*. John Hanson was elected President of the United States by Congress almost eight years before George Washington became President. George Washington himself addressed Hanson as "President of the United States."

Stoddard King, author of "The Raspberry Tree" and other volumes of light verse, brought this one back from Spokane. It was from the paper of a club-woman as reported in one of the local news sheets. "Mrs. Blank picked 'Browning Becomes Elected,' the latest of Eugene O'Neill's writings, to be close second in popularity to 'The Barretts of Wimpole Street.'" The *New Yorker*, printing the story, says "she was thinking of 'Ed Wynn I Sing.'"

\* \* \*

"Who Wrote About Whom," a bibliography of books on contemporary British authors which has been compiled by Kurt Ullrich, has just been released by Arthur Collignon in Berlin.

Ellen Ennis, of Doubleday's Lord and Taylor Bookshop, predicts that "Racket-Rax" will be a real best seller by fall. It is the kind of book, she says, that will catch on through word of mouth advertising, and that always takes a little while to get started. The shop has already sold a good quantity of the book, though, through an especially effective window which is described elsewhere in this issue.

\* \* \*

An important book on George Washington which should be useful just now is Alice Hunt Bartlett's "Washington Pre-eminent" (*Brentano's*), which was written at the suggestion of the Bicentennial Commission.

## In and Out of the Corner Office

**H**ARRY L. GAGE, who for several years was associated with the Mergenthaler Linotype Company and was its director of linotype typography until last June, when he became a director and vice-president of B. Altman & Company, a leading New York department store, has been elected to the board of directors of the Mergenthaler organization.

Mr. Gage is well known in graphic art circles throughout the country. He was the first director of the department of printing at Carnegie Institute of Technology, and for several years was secretary of the Bartlett Orr Press of New York City. For several years, also, he served as a member of the committee on education of the United Typothetae of America. At present he is a prominent and active member of the American Institute of Graphic Arts, and presides regularly at the meetings of the Book Clinic of the Institute.

\* \* \*

Archibald G. Ogden, of Elizabeth, N. J., has joined E. P. Dutton & Co. as the head of the Everyman's Library department. Mr. Ogden prepared for college at Lawrenceville School and graduated from Williams College in 1931. He worked in the Elizabeth Book Store in 1923, 24 and 25. Mr. Ogden will call on the trade beginning with the New York and suburban accounts, and will build up a trade promo-



Harry L. Gage

tion organization to handle the Everyman's Library exclusively.

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James Henle, for the past three years president of The Vanguard Press, has become the sole owner of that publishing house.

\* \* \*

Mr. and Mrs. Lincoln MacVeagh sailed for London February 19th for a two months trip abroad. While there Mr. MacVeagh will visit many of the Dial

Press authors—Elizabeth Bowen, Michael Ossorgin, J. Jefferson Farjeon, Maysie Greig and others. After completing his visit in London Mr. MacVeagh also plans to visit Paris and Rome. ♦ ♦ ♦

Mr. and Mrs. Frank C. Dodd also sailed for Europe on the 20th. They are en route to London by way of Southern France. ♦ ♦ ♦

Another bookseller joins the ranks of the authors. Richard G. Montgomery, assistant general manager of J. K. Gill in Portland, Ore., has written the story of Lorne Knight, who was one of the men lost on Wrangel Island. It is entitled, "Pechuck: Lorne Knight's Adventures in the Arctic" and is Mr. Montgomery's first book. Dodd, Mead is publishing it. Mr. Montgomery is a graduate of the University of California and has studied at the Harvard School of Business Administration. He is also one of the best known radio book reviewers on the Pacific Coast. ♦ ♦ ♦

The tea on February 19th at the Pynson Printers was to celebrate the publication of the Rockwell Kent "Beowulf" which was published the next day by Random House. The work was first announced in 1928 and the volume now sent to subscribers is the result of long and patient labors between Mr. Kent, Elmer Adler and the publishers. ♦ ♦ ♦

A. Kroch of Chicago has been in New York on business and for a weekend with his son who is an honor student at Cornell. Mr. Kroch was very enthusiastic about the regional conference conducted by the A. B. A. in Chicago. He said that the discussion was constructive and keen, and, if the Cheney Report had done nothing else, it provided the trade with a good excuse to work. ♦ ♦ ♦

Ray Peck has resigned as salesmanager for Longmans, Green & Co. ♦ ♦ ♦

### Women's Book Association

**TICKETS** for the annual banquet of the Women's National Book Association to be held March 10, at the Hotel Pennsylvania, as recently announced in the *Publishers' Weekly* are now available and may be obtained from Maude Taylor, Room 2501, 420 Lexington Avenue, at \$4.50 per cover.



Richard G. Montgomery, whose first book will be published by Dodd, Mead this spring

### Italy to Stage International Book Fair

THE Fourth International Book Fair will be held in Florence, Italy, April 23 to June 15, 1932, under the patronage of the King of Italy and Benito Mussolini. It will consist mainly of an international exhibit of modern books to which the Italian booktrade has invited publishers from all parts of the world. Special sections devoted to children's books, antique books and manuscripts, engravings, etc., will also be included. This fair, like those preceding, is being organized and promoted by the Italian Book Institute which has its headquarters in Florence. Dr. Lando Ferretti is president of this organization.

It is planned to hold gatherings of a technical nature, including shows of the graphic and photo-mechanic arts, typography, and cinematography. Tableaux illustrating famous personages and foreign literary masterpieces will be given and there will be lectures by men of letters and science.

The National Association of Book Publishers and the American Institute of Graphic Arts are discussing the subject of an American exhibit. The latter has recently appointed a committee of five to take the matter under consideration.

## Canadian Publishers Meet

**A**T the Annual Meeting of the Publishers' Section of the Toronto Board of Trade, the retiring chairman, John Morgan, reported that the past year had been an exceptionally trying one, with the entire world experiencing tremendous economic changes. The business of book publishing has not been free from these disturbing influences. While some of the changes experienced were only temporary in their effect, others will remain and have to be met by a revision of plans to take the place of those which should be discarded.

When compared with business in a number of similar lines, the book business made a good showing, somewhat less in volume but quite good on the whole. Western Canada, which has felt the effects of changing conditions to a greater extent than any part of the Dominion, has recently shown considerable improvement which is likely to continue until normal conditions are reached. Eastern Canada, particularly Ontario, has again demonstrated its importance economically by providing the greater part of the business secured.

Most people are reading more than they usually do, circulation figures at the public libraries showing important increases. More pupils are at school and a greater number of students at the universities. If the individuals buy fewer books for their own entertainment, they read more books with an educational value. The volume of business during the year showed that average conditions are likely to prevail in 1932.

Ralph Musson of the Musson Book Company was elected chairman of the Publishers' Section for the ensuing year, and will be supported by T. F. Pike of Longmans, Green and Company, as 1st vice-chairman, and John F. Henry, of Doubleday, Doran and Gundy, as 2nd vice-chairman. The following Executive Committee was also elected:

Thos. Allen	Geo. J. McLeod
F. F. Appleton	C. M. Rogers
H. S. Eayrs	Geo. E. Rogers
J. J. Gregan	G. G. Smithers
S. B. Gundy	A. F. Sprott
H. R. Maddock	G. C. Thompson
John Morgan	E. W. Walker
C. J. Musson	S. B. Watson
John McClelland	W. C. White

## American Prix Femina Established

**A**NNual award, to be known as the Prix Femina Americain, has been established by the French Committee in Paris. This award will be made to the man or woman whose imaginative work in poetry or prose best expresses to France the spirit and character of America. The book that wins the prize each year will be translated into French and published under the supervision of the French Committee Femina in Paris. Madame Jeanne Dauban, perpetual secretary of this committee will select an American board which will consist of 25 authors and critics. The French committee will make the final selection, adding its votes to those cast in America. Paul Claudel is the patron of the American Committee, which will have Edna St. Vincent Millay as president and Mrs. Dwight W. Morrow as vice-president. The organizing committee numbers Irita Van Doren, Dorothy Canfield Fisher, Amy Loveman, Katharine White and Mary Ross among its members.

## English Bibles Flooding American Market

**W**ITH the depreciation of the English pound there is a real menace to American Bible publishers in the appearance on the market of English Bibles which are "bootlegged" into the country. In numerous cities recently there have appeared Bibles printed in England which are sold at \$1.50 or more below the price placed on an American Bible of the same type. Julius King, of Thomas Nelson & Sons, states that so far it has been impossible to locate the source of supply for these Bibles inasmuch as they seldom carry more than the words "printed in Great Britain" as identification. According to the customs laws of this country the Bible is admitted duty free only when it does not contain the Apocryphal Gospels, testamentary commentary or special references in the nature of indexes or concordances. Many of the English volumes which have been discovered, Mr. King states, have some or all of this supplementary material and have evidently been "bootlegged." Bible publishers are considering methods of combatting this unfair competition.

## Book Clinic Discusses Binding Costs

FURTHER discussion of standardization was held at the regular bi-weekly meeting of the Book Clinic of the American Institute of Graphic Arts on February 19. Sidney Satenstein of the American Book Bindery, Inc., outlined to the group the six standard board size groups for binding, pointing out that it was not strict standardization, but a means of classification that would be helpful for the book manufacturer. The official measures adopted by the Edition Bookbinders of New York are:

Size no. 1—	$3\frac{3}{4}$ " x $5\frac{3}{4}$ " to $5\frac{1}{4}$ " x $8\frac{1}{8}$ "
" no. 2—	$5\frac{1}{4}$ " x $8\frac{1}{8}$ " to $5\frac{15}{16}$ " x $9\frac{1}{4}$ "
" no. 3—	$5\frac{15}{16}$ " x $9\frac{1}{4}$ " to $6\frac{5}{8}$ " x $10\frac{1}{8}$ "
" no. 4—	$6\frac{5}{8}$ " x $10\frac{1}{8}$ " to $7\frac{7}{16}$ " x $11\frac{1}{8}$ "
" no. 5—	$7\frac{7}{16}$ " x $11\frac{1}{8}$ " to $8\frac{1}{2}$ " x $12\frac{1}{8}$ "
" no. 6—	$8\frac{1}{2}$ " x $12\frac{1}{8}$ " to $9\frac{1}{8}$ " x $12\frac{5}{8}$ "

It was pointed out that if book designers were aware of these classifications they might be able to fit a title into a lower price class than the one contemplated.

Robert Josephy stated that out of 175 trade books in the nine years of the Fifty Books show, 150 had been printed on non-bulking paper. A booklet issued by the Mergenthaler Linotype Company containing 99 contemporary title-pages together with a description of the type, leading, size and type page of the book and naming the designer and printer was distributed to the members.

It was announced that in line with a suggestion made at a previous meeting, Fritz Peters, head of the composing room of the American Book Bindery, Inc., was holding a class in elementary book composition on Saturday afternoons open to representatives from the manufacturing and designing departments of publishing houses, at which instruction was being given in hand setting and machine composition.

## Book Center at Barcelona

FROM Barcelona, Spain, which is the center of the publishing of Spanish books both for Spain itself and South America, there is a request from the Camara Official del Libro for current catalogs of American publishers. The General Secretary, whose address is Junqueras 2, Barcelona, is anxious to encourage relations between American and Spanish publishers.

## Kansas Book Dealers Hold Meeting

THE 16th annual meeting of the Kansas Book Dealers' Association was held at the Hotel Wareham in Manhattan, Kansas, February 15-16. A large attendance of both retail dealers and wholesale representatives from all parts of Kansas made the meeting particularly successful. Mason McCarty, of Emporia, veteran Kansas book dealer, read an interesting paper to the convention. Other papers read included "The Lending Library; Does it Pay?" by C. M. Cooper of Columbus; "Floor Planning" by Robert Markwell of Hays and "Trying to Sell with Empty Shelves" by A. S. Case of Independence.

Thomas Clark Hinkle, author of "Dog and Horse Stories" and a Kansan, spoke on bookselling and Myrl Schwartz of Anthony, Kansas, gave an especially interesting discussion of "Bookselling from a Booklover's Standpoint."

It was voted to hold the 1933 convention at the Hotel Kansas, Topeka, sometime in February. In the election of officers, Phil M. Anderson, of Newton, was elected president for the 13th time; L. H. Endacott, Manhattan, vice-president; George Geiger, Leavenworth, secretary-treasurer and Mary C. Stromberg, Newton, acting secretary-treasurer. A banquet with Mr. Anderson as toastmaster, was held on Monday evening in the Crystal Ball Room of the Hotel Wareham.

## Barse & Co. Goes Into Voluntary Bankruptcy

THE publishing house of Barse & Co., with warehouse in Newark and office at 200 Fifth Ave., has gone into voluntary bankruptcy and Meyer C. Ellenstein has been appointed receiver.

The business was founded by its present owner, William J. Barse, in Chicago as Brewer Barse & Co. and in 1910 was established in New York as Barse & Hopkins. The name was changed in 1928 when John H. Hopkins retired to establish his own business as publishers' agent.

The Barse business made a great success of the poems of Robert W. Service, had numerous series of books for boys and picture books for children as well as standard classics in various bindings.

## Increased Postal Rates

**P**OSTAGE rates on various classes of mail to Central and South American countries, including Spanish possessions in Africa, have been increased, according to a bulletin issued by the Postmaster General. Postage rates to all countries in the Pan-American Union, which have heretofore been the same as our domestic rates for first and second class matter, have been raised to 3 cents an ounce or fraction thereof for first class letters, 2 cents for single postcards and 4 cents for double postcards. For second class matter the new rate will be 2 cents per pound or fraction thereof on the portion devoted to other than advertising and 10 cents per pound on the advertising matter.

Countries thus affected are: Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Haiti, Republic of Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Spain (including Andorra, Alhucemas Island, Balearic Islands, Canary Islands, Ceuta, Chaferinas or Zafarani Islands, Melilla, Penon de Velez de la Gomera and Tangier), Uruguay, and Venezuela.

Under the present law the Postmaster General has authority to adjust these rates under the terms and conditions of the treaties the Federal Government has with the countries interested.

## On the Air

**A** REVISED schedule of the forthcoming broadcasts in the series of interviews which Thomas L. Stix, President of The Book League of America, has been conducting on Thursday afternoons over WJZ is as follows:

- March 3—Thomas L. Stix will interview Sylvia Thompson on "Women Are Like That." (2:45 P. M., Eastern Standard Time).
- March 10—Thomas L. Stix will interview Silas Bent on his biography of Justice Oliver Wendell Holmes. (3:15 P. M., E.S.T.)
- March 17—Thomas L. Stix will interview Gilbert Patton (author of the Frank Merriwell series) on "Those Were the Days." (3:15 P. M., E.S.T.)

## Regional Conferences

**T**HE success of the regional conferences sponsored by the American Booksellers' Association and conducted by Secretary Meyer is increasingly evident as the series continues. President Jacobs of the A.B.A. has been receiving letters of approval from all parts of the country. One well-known bookseller, J. J. Estabrook, writes: "There were eighteen present here at our very fine regional meeting. The booksellers wanted me to write and tell you what a marvelous job Mr. Meyer has done in conducting the program. The sessions were carefully planned and conducted in a concise, intelligent manner which was of great assistance to the bookseller in getting a clear view of his problems. The sessions lasted two days, and many practical and worth while recommendations were offered and discussed. I feel that we are going to accomplish many good things after these meetings are completed."

## Van Nostrand Store to Move

**A**FTER March 15, the retail store of the D. Van Nostrand Company, Inc., will be located at 130 Church Street, New York City. This marks the sixth time in eighty-four years that the retail store has been moved. It was located at 123 Fulton Street from 1848 to 1851, primarily catering in those days to the military.

From 1851 to 1853 the location was moved to 138 Fulton Street, as larger quarters were then needed. Broadway, at number 192, was the location prior to and during the Civil War, from 1853 to 1869. The next move, a few blocks uptown, has continued to be the section identified with the retail store of the company since that time.

From 1869 to 1912 the address was 23 Murray Street—27 Warren Street; 1912 to 1920—25 Park Place—20 Murray Street; 1920 to 1932 8 Warren Street. In 1928 the Publishing Company moved uptown to 250 Fourth Avenue, as much larger space was needed, due to the growth of the Company's publishing activities, and with the thought that the retail store would thrive better if put on its own resources to continue to develop its own plans for merchandizing.

## History Map of Maryland

**I**N Baltimore a library becomes publisher, the Enoch Pratt Free Library of which Joseph L. Wheeler is librarian, being responsible for one of the loveliest historical maps that has been issued in this country, a History Map of Maryland, price \$2.50. The draftsman is Edward B. Tunis, and the research has been directed by two of the library staff.

### Thorne Smith Titles

**D**OUBLEDAY, DORAN AND COMPANY, INC., have added to their list two earlier books by Thorne Smith: "The Stray Lamb" and "Did She Fall?", both formerly published by the Cosmopolitan Book Concern.

### Obituary Notes

#### EDWARD F. BREWSTER

**E**WARD F. BREWSTER, for many years connected with the book business, passed away at his residence at Winnetka, Illinois, February 18th. His death was the result of a cerebral hemorrhage.

Mr. Brewster started his book career in Chicago with A. C. McClurg & Co. and after a short period he was given charge of the juvenile department. In 1891 he became connected with the Western Book & Stationery Company, first as manager of their book department in Carson, Pirie, Scott & Company's department store and later as buyer and manager of the Western Book & Stationery Company. He resigned in 1923.

Mr. Brewster has always been an active member of the Book Men's Field Day Committee and as this coming summer would mark the twenty-fifth of these events, he planned to celebrate it in a special way as a silver anniversary.

#### H. G. CHILD

**H**. G. CHILD, recently appointed director of Nattali & Maurice, Ltd., English booksellers, died on February 4th. Mr. Child had been manager of the old firm of Maurice & Co. for 18 years and when the new company, Nattali & Maurice, was formed last November, Mr. Child became a director in association with John Harkness. Mr. Child was highly esteemed throughout the antiquarian trade.

## Business Notes

**M**ANSFIELD, OHIO.—Spencer Black-Books, Park Ave., W., is out of business. The owner died in January.

**M**ERRICK, N. Y.—Latest Edition Library, Lorne M. Johnson, prop., was opened on January 23rd. It has a circulating library of popular fiction.

**M**INNEAPOLIS, MINN.—Augustana Book Concern Bookstore, 405 Fourth Ave., will move in February to new ground floor location in Pere-Marquette Building, Marquette Ave. and Eighth St.

**N**EW YORK, N. Y.—Fort Washington Stationery Co., 228 Fort Washington Ave., M. Freed, prop., added a rental library February 1st. There are a few children's books for sale.

**P**HILADELPHIA, PA.—Doubleday, Doran Bookshop, Broad Street Suburban Station, has appointed Kenneth McCormick manager to replace Sanford Cobb who has recently joined the staff of R. R. Bowker Co.

### Changes in Price

#### ALFRED A. KNOPF

"Mrs. Abraham Lincoln" by Dr. W. A. Evans, scheduled for publication on March 4, will be priced at \$4.00, instead of \$3.50.  
"Money and Politics Abroad" by Professor James K. Pollock, scheduled for publication on March 4, will be priced at \$3.50 instead of \$3.00.

**C**HARLES SCRIBNER'S SONS  
Gerwig's "Washington, the Young Leader," from 88 c. to 80 c.

**S**EARNS PUBLISHING COMPANY, INC.  
The price of "How Shrewd Speculators Win" by Fred C. Kelly and Sullivan Burgess, has been reduced from \$2.00 to \$1.00.

### NOTICE

The Spring Announcement Number of the *Publishers' Weekly* will be issued March 12th. This complete index to the new books, with the publishers' descriptive advertisements, is of the greatest value to booksellers in planning Spring selling efforts as well as to public libraries. Extra copies of this issue for the use of staff members will be supplied at 25 cents in paper covers, or at 75 cents in cloth binding. A special large printing is planned to provide for this demand.

**T**HE PUBLISHERS' WEEKLY.

# The Weekly Record

*Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries*

**A** NEW book for thinking Americans is "America Faces the Future," edited by Charles A. Beard. It is divided into two parts, "The New Intellectual and Moral Climate" and "Blueprints of Planned Economy," and contains provocative and timely articles by leading writers. Two books on the United States and Latin America have just appeared, "Greater America" by *Thompson* and "Latin America Problems" by *Lee*. Viewing European problems, we find "I Saw Hitler," Dorothy *Thompson's* estimate of the German leader; the first volume of Leon *Trotsky's* "History of the Russian Revolution"; and "Upheaval," the experiences during the Revolution of Olga *Woronoff*, former lady in waiting to the late Tzarina.

More Washington books are "Washington, First in the Hearts of His Countrymen" by *McGroarty*, "George Washington, the Soul of a Nation" by *Holmes*, and "A Child's Life of George Washington" by *Embree*. "The Autobiography of Peggy Eaton," center of scandal in Jackson's administration, is now published for the first time, since Peggy Eaton did not want her own story made public until many years after her death. In his biography of Benedict Arnold, Edward Dean *Sullivan* treats the man as the father of American racketeering. Biographies about people of our own time include "This Democratic Roosevelt," the life of one of the probable 1932 presidential candidates, by *Ross*; "Samuel

*Seabury*," investigator extraordinary, by *Chambers*; "Lusty Scripps," the life of a famous newspaperman, by *Gardner*; "The Amazing Journey," the story of Isadora Duncan's South American tour by her musical director, Maurice *Dumesnil*; and an intimate picture of D. H. Lawrence during his stay in New Mexico, "Lorenzo in Taos" by *Luhan*.

There are a number of good new art books listed this week: the life and work of Hugh Thomson, famous illustrator, by *Spielmann* and *Jerrold*; a critical study of Cimabue by *Nicholson*; studies of nine modern architects by *Barr*; and "The Anatomy of Art" in which Herbert *Read* appraises all forms of art from primitive pottery to ultra-modern architecture.

"Arabia Felix" tells of the journey of the famous explorer, Bertram *Thomas*, the first white man to cross the dangerous waste lands from the Indian Ocean to the Persian Gulf. "All About Washington" by *Sullivan* is the latest addition to the John Day Intimate Guides.

A new omnibus book contains three of the early novels of John *Galsworthy* in the same format as the Forsyte tales. In "Love Throughout the Ages," Robert *Lynd* has gathered together the great love stories of all time. A new edition of Willa *Cather's* "The Song of the Lark" is welcome. "Another Ho Hum" carries on the hilarity of the first collection of news-breaks. "Younger Poets" is a collection of high school verse by *Sargent*.

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**T**HIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., designate square, oblong, narrow.

# The Weekly Record of February 27, 1932

**Abdullah, Achmed, and Baldwin, Faith [Mrs. Hugh Hamlin Cuthrell]**  
Girl on the make. 320p. D c. N. Y., Long & Smith \$2  
A story of New York life and Sylvia Cartwright, who was "on the make."

**Adler, Frederick Herbert, ed.**  
Carvings, fourth Cleveland College anthology [verse]. 124p. D [c. '31] Cleveland, Wm. Feather Co., 812 Huron Rd. \$1.35

**Ahrendt, Edward Henry**  
Healing for all [religion]. 199p. D [c. '31] Anderson, Ind., Warner Press \$1.25

**Alexander, Franz, M.D.**  
The medical value of psycho-analysis. 247p. (bibl. footnotes) diagrs. D c. N. Y., Norton \$2.75  
A guide to psychoanalytical knowledge and its use.

**Allen, C. K.**  
Legal duties, and other essays on jurisprudence. 334p. O '31 N. Y., Oxford \$5

**Anonymous**  
Part time girl. 272p, D c. N. Y., Dodd, Mead \$2  
The story of Amaryllis Moon whose goal was money and whose beauty helped her along.

**Another ho hum; foreword by E. B. White; il. by O. Soglow.** 124p. S [c. '32] N. Y., Farrar & Rinehart \$1  
Three hundred more newsbreaks from *The New Yorker*.

**Anstey, Vera [Mrs. Percy Louis Anstey]**  
The economic development of India; 2nd ed. 591p. (14p. bibl.) maps, diagrs. O '31 N. Y., Longmans \$9

**Anza, Don Juan Bautista de**  
Forgotten frontiers; a study of the Spanish Indian policy of Don Juan Bautista de Anza, Governor of New Mexico, 1777-1787; tr. and ed. by Alfred Barnaby Thomas. 437p. (14p. bibl.) il., maps O (Civilization of Amer. Indian ser.) c. Norman, Okla., Univ. of Okla. Press \$5  
This study, based on the original documents in the archives of Spain, Mexico, and New Mexico, is the first volume in a new series which will present studies on aboriginal, historical, and contemporary American Indian life.

**Arnett, Lonna Dennis, and Arnett, Mrs. Ethel Toy Reynolds**  
Readings in library methods. 547p. O '31 N. Y., G. E. Stechert \$3.50

**Avent, Joseph Emory**  
Excellences and errors in teaching methods. 479p. (bibls.) D (Teacher educ. ser. 4) [c. '31] Knoxville, Tenn., Author \$2.50

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**Agricultural outlook for Illinois, 1932.** 36p. map, diagrs. O (Univ. of Ill. Agri. Exp. Sta., circular 387) '32 [Urbana, Ill., Univ. of Ill.] pap. apply

**Allen, Thornton W., comp.**  
Intercollegiate song book; popular ed. 203p. O '31 N. Y., Thornton W. Allen Co. pap. \$1.50

**Bagby, George A.**  
Bachelors' wife. 260p. D [c. '32] N. Y., Covici, Friede \$2  
The story of Tommy who hung out in Tony's East 53rd Street speakeasy but wasn't as hard as the liquor she drank.

**Barbour, Ralph Henry [Richard Stillman Powell, pseud.]**  
The cub battery. 281p. il. D c. N. Y., Appleton \$2  
A story of school baseball.

**Barr, Alfred Hamilton, jr., and others**  
Modern architects. 199p. (bibls.) il., diagrs. O [c. '32] N. Y., Norton \$3  
Monographs on nine leading architects exhibiting in the 1932 Exhibition of Modern Architecture in the Museum of Modern Art. The book is illustrated with photographs and includes a short history of the modern movement, and a special essay by Lewis Mumford on housing.

**Barretto, Larry**  
The indiscreet years. 329p. D (Copyright fiction) [c. '31] N. Y., [Burt] 75c

**Baum, Vicki [Frau Richard Lert]**  
And life goes on; tr. by Margaret Goldsmith. 320p. D '31 c. Garden City, N. Y., Doubleday \$2.50  
A motor accident in the old-world town of Lobwinkel brings about a change in the life of the hard-working young wife of Dr. Persenthein.

**Beard, Charles Austin, ed.**  
America faces the future. 424p. D c. Bost., Houghton \$3  
Articles by recognized leaders and thinkers about the plans for America's economic future.

**Bedford Jones, Henry [John Wycliffe, pseud.]**  
Drums of Dambala. 295p. D [c. '32] N. Y., Covici, Friede \$2  
A story of political intrigue, voodoo, and battle in Haiti at the time of Toussaint L'Ouverture.

**Beeding, Francis, pseud. [John Leslie Palmer and Hilary Aidan St. George Saunders]**  
The League of Discontent. 312p. D (Copyright fiction) [c. '31] N. Y., Burt 75c

**Beowulf** [tr. by William Ellery Leonard; il. with lithographs by Rockwell Kent; lim. numbered ed.]. 145p. F '32, c. '23, '32 N. Y., Random House \$25

**Berg, Louis, M.D.**  
Prison doctor. 304p. D [c. '32] N. Y., Brennan's \$2  
A novel telling of the experiences of a young medical examiner attached to a prison.

**Betts, George Herbert**  
The character outcome of present-day religion. 117p. D (Abingdon religious educ. monographs) '31 N. Y., Abingdon \$1.25

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**Barker, Edwin L., and Barker, Albert**  
Dirty hands; a clean comedy in three acts. 93p. diagr. D c. '26, '32 N. Y., S. French pap. 50c

**Bernard, H. Forester**  
Notes on elementary chemistry [lim., memorial ed.]. 71p. front. (por.) O c. '31 [Poughkeepsie, N. Y., Mrs. H. F. Bernard, Station B.] lea. priv. pr.

**Bindloss, Harold**  
Right of way. 332p. D c. N. Y., Stokes \$2  
An out-of-doors romance, telling of the further adventures of Ted Prescott, who figured in "The Border Trail."

Vane of the timberlands. 375p. D (Copyright fiction) [c. '11] N. Y., Burt 75 c.

**Blackhurst, James Herbert**  
Introducing education. 332p. (bibls.) il., diagrs. D (Longmans' education ser.) c. N. Y., Longmans fab. \$2.50  
A textbook for a first year course in education.

**Bland, Edith Nesbit [Mrs. Hubert Bland]**  
Five of us—and Madeline [new ed.]. 310p. il. (col. front.) D [n. d.] N. Y., Greenberg \$2

**Bloch, Iwan**  
Marquis de Sade; the man and his age; studies in the history of the culture and morals of the eighteenth century; tr. by James Bruce. 296p. (15p. bibl.) O '31 [Newark, N. J., Julian Press, 1060 Broad St.] half fab., \$6

**Baccante, Leonora**  
Women must love. 252p. D c. N. Y., Vanguard \$2  
Cassie Britt, though warned by the example of her temperamental mother, found that she could not escape from love.

**Bosworth, Edward Increase**  
What he lived by; prayers [comp. by Gertrude Roberts Rugh]. 60p. front. (por.) T [c. '31] [N. Y., Ass'n Press] \$1.50  
A collection of some of the prayers of the late dean of the Oberlin Graduate School of Theology.

**Braithwaite, William Stanley Beaumont, ed.**  
Our Lady's choir; foreword by Rev. Hugh Francis Blunt; introd. by Ralph Adams Cram. 243p. D '31 c. Bost., Bruce Humphries bds. \$2.50; lim. eds., \$10-\$150  
A contemporary anthology of verse by Catholic Sisters.

**Brown, Thomas K., and others**  
The secretary's manual. 328p. D '32 Phil., Winston fab. \$2

**Burnham, Helen**  
The telltale telegram. 314p. D c. N. Y., McBride \$2  
Gary Gilbert was murdered in Marcia Allen's Berkeley home, the night their engagement was to have been announced.

**Carey, Basil**  
Isles of desire. 311p. D (Copyright fiction) [c. '31] N. Y., Burt 75 c.

**Carritt, E. F., comp.**  
Philosophies of beauty, from Socrates to Robert Bridges; being the sources of aesthetic theory. 334p. O '31 N. Y., Oxford \$4.25

**Carver, Thomas Nixon**  
Principles of rural economics; new ed. 425p. (11p. bibl.) diagrs. D [c. '11, '32] Bost., Ginn \$1.80

**Cassilly, Francis Bernard**  
Religion, doctrine and practice, for use in Catholic high schools; 9th rev. ed. 495p. il. D '31 Chic., Loyola Univ. Press \$1.60

**Cather, Willa Sibert**  
The song of the lark [new ed.]. 489p. D '32, c. '15 Bost., Houghton \$2.50

**Cauffman, Stanley Hart**  
The sun sets red. 332p. D (Copyright fiction) [c. '30] [N. Y., Burt] 75 c.

**Chambers, Robert William**  
The painted minx. 320p. D (Copyright fiction) [c. '29, '30] N. Y., Burt 75 c.

**Chambers, Walter**  
Samuel Seabury; a challenge. 402p. il. O [c. '32] N. Y., Century \$3.50  
A biography of Judge Seabury who conducted the recent investigation of the government of New York City which brought to light vicious graft and judicial corruption.

**Chidester, F. E.**  
Zoology. 593p. il. O '32 N. Y., Van Nostrand \$3.75

**Christian college in India, The.** 401p. O '31 N. Y., Oxford \$2

**Christie, Agatha Miller [Mrs. Max E. L. Mallowan]**  
Peril at End House. 270p. D (Red badge b'ks) '32, c. '31, '32 N. Y., Dodd, Mead \$2  
Hercule Poirot undertakes to protect the young mistress of End House from mysterious attempts to murder her.

**Clark, Charles Upson**  
United Roumania. 432p. (20p. bibl.) il., maps D c. N. Y., Dodd, Mead \$3  
A study of Roumania's history, of her people, their characteristics, art and intellectual life, and of the recent union of all Roumanians under one flag.

**Clark, Fred E., and Weld, L. D. H.**  
Marketing agricultural products. 686p. O '32 N. Y., Macmillan fab., \$4.25

**Cole, George Douglas Howard**  
British trade and industry; past and future. 490p. (6p. bibl.) diagrs. O '32 [N. Y.], Macmillan \$5  
An historical survey of the development of British overseas trade from 1760 to the present day and a discussion of Great Britain's present economic position.

**Craigie, Hamilton**  
Southwest of the law. 252p. D [c. '32] N. Y., Clode \$2  
A swift-moving adventure romance of the Southwest.

**Crownfield, Gertrude**  
Katharine Gordon, patriot. 308p. il. D [c. '32] N. Y., Dutton \$2  
A romance for older girls that is laid in the days of the American Revolution.

**Dalton, Annie Charlotte**  
The neighing North [lim. signed numbered ed.]. 80p. (bibl. notes) il. O ['31] Toronto, Ont., Ryerson Press \$3  
Poems of the Arctic and sub-Arctic regions of Canada.

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**Blum, Lilian, and others**  
Why study and how; a handbook for high school students. 126p. D '32 Richmond, Va., Johnson Pub. Co. pap. 50 c.

**Buehler, E. C.**  
Chain store debate manual; a digest of material on the chain store question. 75p. (bibls.) D [c. '31] [N. Y., Nat'l. Chain Store Ass'n., 205 E. 42nd St.] pap. apply

**Day, Frank Parker**  
 The autobiography of a fisherman. 202p. D '32, c. '27, '32 N. Y., Minton, Balch \$2  
 Formerly published by Doubleday, Page & Co.

John Paul's rock. 250p. il. D c. N. Y., Minton, Balch \$2  
 The story of an Indian who murdered a white man and found refuge in the Nova Scotia forest, where he reverted to the life of the primitive Indian.

**Dell, Ethel May [Mrs. G. T. Savage]**  
 The altar of honour. 415p. D (Copyright fiction) [c. '29, '30] N. Y., Burt 75c.

**Delmege, J. Anthony**  
 Towards national health, or, Health and hygiene in England from Roman to Victorian times. 248p. il. O '32 N. Y., Macmillan \$6.50

**Dooley, Bernard F. J.**  
 Tuffy Taylor. 302p. front. D [c. '31] Milwaukee, Bruce Pub. Co. \$1.50  
 The adventures of Tuffy Taylor, one of the town's bad boys, who became one of its heroes.

**Dormie, M. A., pseud. [Mrs. Marian Edna Dormitzer Sharrock]**  
 Expatriates. 332p. D c. N. Y., Appleton \$2  
 A wealthy American manufacturer transports the English village, where he was born, to America.

**Dumesnil, Maurice**  
 An amazing journey; Isadora Duncan in South America. 311p. il. O c. N. Y., Ives Washburn \$3  
 Isadora Duncan's former orchestra leader tells of the six months she spent in South America which marked the turning point in her career.

**Eaton, Peggy**  
 The autobiography of Peggy Eaton; preface by Charles F. Deems. 225p. front. O c. N. Y., Scribner \$2.50  
 The publication of this story of the beautiful woman, about whom was an aura of scandal in the Washington of Jackson's administration, was deferred for many years after her death, by her own request.

**Einzig, Paul**  
 Behind the scenes of international finance. 154p. O [c. '32] N. Y., Macmillan \$2.50

**Elles, Gertrude L.**  
 The study of geological maps; 2nd ed. 84p. il. O '32 N. Y., Macmillan \$3

**Ellsberg, Commander Edward**  
 S-54; stories of the sea. 278p. D '32, c. '30-'32 N. Y., Dodd, Mead \$2  
 The sea, and the men who brave its perils today.

**Embree, Louise**  
 A child's life of George Washington. 255p.

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**Davies, Rev. C. Beverly**  
 The Cradle King; a nativity play. 64p. S (Parish plays, no. 30) [Ind.] [N. Y., Macmillan] pap. 60c.

**Ellis, Edgar William**  
 Just a bit of verse. 61p. front. (por.) D [c. '31] [Columbus, O., Author, Dept. of Auditor of State] priv. pr.

**Felcher, Fred R.**  
 The art of porcelain in dentistry. 360p. il., diagrs. O c. St. Louis, C. V. Mosby \$9

**Forest Service**  
 The principal laws relating to the establishment and administration of the national forests and other Forest Service activities. 31p. O (U. S. Dept. of Agri., misc. pub'n. no. 135) '32 Wash., D. C., [Gov't Pr. Off.; Sup't of Doc.] pap. 5c.

**French, Burton L.**  
 Our navy, shall we build to the limit? 16p. O '32 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. apply

**Gordon, Edgar Bernard, and Curtis, Irene**  
 Teacher's music book; a manual to be used with Music for youth; a text book in music for the elementary schools. 145p. O [c. '31] Milwaukee, E. M. Hale & Co. \$1.25

**Gray, Arthur Herbert, D.D.**  
Finding God. 153p. D [n. d.] N. Y., Long & Smith \$1.50  
How men have come and can come to the knowledge of God.

**Greenaway, George William**  
Arnold of Brescia. 248p. (bibl.) D '32 N. Y., Macmillan \$3

**Gudaitis, Anthony**  
A young man about to commit suicide. 223p. O c. N. Y., Wm. Faro \$2.50  
A diary.

**Hale, Nancy**  
The young die good. 290p. D c. N. Y., Scribner \$2  
A love story of the well-groomed young people of 1931.

**Hancock, Harris**  
Foundations of the theory of algebraic numbers; v. I. 629p. D '32 N. Y., Macmillan \$8

**Harden, Arthur**  
Alcoholic fermentation; 4th ed. 250p. (39p. bibl.) diagrs. O (Monographs on biochemistry) '32 N. Y., Longmans \$5.50

**Harper, Frank C.**  
Pittsburgh of today; its resources and people; 4 v. 1550p. il. Q '31 N. Y., Amer. Historical Soc. buck., \$42.50

**Hayden, Dorothea Hoaglin**  
Gifts to the Giver [verse]. 77p. O '31 c. Los Angeles, Ivan Deach, Jr., 414 E. 11th St. \$2

**Holmes, Mabel Dodge**  
George Washington, the soul of a nation; his complete life story; introd. by W. Herbert Burk, D.D. 398p. (bibl.) il. (col. front.), maps O [c. '32] Phil., Winston \$2

**Hurst, Carlton Bailey**  
The arms above the door. 377p. front. (col.) D c. N. Y., Dodd, Mead \$3  
These reminiscences of a retired United States Consul-General reflect the color and variety of consular service in many quarters of the globe. Published with the sanction of the State Department.

**Jenness, Mary**  
Men who stood alone; the Hebrew prophets

**Graves, William Phillips, M.D.**  
Female sex hormonology; a review. 131p. (7p. bibl.) il. (col. front.) O '31 Phil., Saunders \$3.50

**Grinnell, Joseph**  
Type localities of birds described from California. 80p. map Q (Univ. of Cal. pub'n's. in zool., v. 38, no. 3) '32 Berkeley, Cal., Univ. of Cal. Press pap. \$1

**Haber, William**  
Unemployment, a problem of insecurity (an outline for a course of study). 88p. (bibls.) O [c. '31] N. Y., Affiliated Summer Schools for Women Workers in Industry, 218 Madison Ave. pap. apply

**Hamilton, Mary Agnes, and Orton, William A.**  
England seeks a way out. 28p. (bibl.) O [c. '32] N. Y., Foreign Policy Ass'n., 18 E. 41st St. pap. 15c.

**Hayward, Ruth Pauline, comp.**  
George Washington, 1732-1799; a list of manuscripts, books and portraits in the library of the State Historical Society of Wisconsin. 77p. front. (por.) O (Bull. of information no. 98) '32 [Madison, Wis.] State Historical Soc. of Wisconsin pap. 50c.

in action. 114p. D c. N. Y., Long & Smith \$1  
Twelve stories for boys and girls, woven around dramatic incidents in the lives of the Old Testament prophets.

**Kantor, MacKinlay**  
The jaybird. 293p. D [c. '32] N. Y., Coward-McCann \$2  
A tale of two wanderers—a boy, Kenny Feather, and his cock-sure grandfather—who ran away to tramp through the plains of Kansas and Missouri.

**Keay, Rev. F. E.**  
Kabir and his followers. 194p. il. D (Religious life of India ser.) '31 N. Y., Oxford \$2

**Kellogg, John Harvey, M.D.**  
The crippled colon; causes, consequences, remedies [rev. ed. of Colon hygiene]. 395p. il., diagrs. (pt. col.) D '31, c. '12-'31 Battle Creek, Mich., Modern Medicine Pub. Co. \$2.75

**Kerr, Hugh Thomson, D.D.**  
Children's worship story-sermons. 190p. D [c. '32] N. Y., Revell \$1.50  
Fifty-two sermons for children by the pastor of Shadyside Presbyterian Church in Pittsburgh.

**Knab, Carl P., and Moon, George Donald**  
Set it right first; a book which makes it easy to figure type quickly and accurately [2nd ed.] 291p. il., F [c. '22, '31] Dayton, O., Thompson Pr. Co., 2nd & Sears Sts. \$10

**Lamb, Harold**  
Genghis Khan, the emperor of all men. 270p. (9p. bibl.) front. (por.) O (Star b'ks) [c. '27] Garden City, N. Y., Garden City Pub. Co. \$1

**Landon, Herman**  
The owl's warning. 313p. D [c. '32] N. Y., Liveright \$2  
Danford, the crooked financier who was in hiding from the law and his enemies in a lonely mountain cabin, received a warning from the stuffed owl on the mantelpiece and the evil omen came true.

**Leacock, Stephen Butler**  
Back to prosperity; the great opportunity of the Empire Conference. 108p. D c. N. Y., Macmillan \$1.25  
Five concrete proposals for the work of the British Imperial Economic Conference, to be held this spring.

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**Hoffman, G. Wright**  
Future trading and the cash-grain markets. 56p. diagrs. O '32 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 15c.

**Hrafnkels saga Freysgoda**; ed. by Frank Stanton Cawley. 132p. il. O '32 Cambridge, Mass., Harvard \$1.50

**Jones, Franklin D.**  
How to write a technical article; suggestions intended to assist inexperienced writers in preparing articles, papers for engineering societies, reports, and booklets on technical subjects. 22p. D [c. '31] N. Y., Industrial Press pap. apply

**Judy, Will**  
How to ship dogs. 14p. il. O (Handy dog b'klet ser.) c. Chic., Judy Pub. Co. pap. 50c.  
Laws about dogs. 14p. il., diagr. O (Handy dog b'klet ser.) c. Chic., Judy Pub. Co. pap. 50c.

**Kniffen, Fred B.**  
Lower California studies; 4. The natural landscape of the Colorado delta. 104p. (bibl. footnotes) il., maps Q (Univ. of Cal. pub'n's. in geog., v. 5, no. 4) '32 Berkeley, Cal., Univ. of Cal. Press pap. \$1.75

**Lebar, John, pseud. [Gilbert Munger Wright]**  
The lighted lantern. 309p. D (Copyright fiction) [c. '30] N. Y., Burt 75c.

**Lee, Mrs. Melicent Humason**  
The Indians and I (the story of a little white boy, as told by himself, who lived with the Indians of Southern California). 153p. il. D [c. '31] San Diego, Cal., Tom G. Dawson, 751-3rd Ave. \$1.50

**Lee, Thomas F.**  
Latin American problems; their relation to our investors' billions. 339p. (bibl.) O c. N. Y., Brewer \$2.50

An analytical discussion of the fundamental differences between the Anglo-American and the Latin American, with particular attention given to a study of economic problems and international trade statistics. \$5

**Le May, Alan**  
Winter range. 276p. D [c. '31, '32] N. Y., Farrar & Rinehart \$2  
Murder and mystery on the Bar Hook range.

**Lewis, Wyndham**  
The apes of God. 625p. il. D c. N. Y., McBride \$3  
A Rabelaisian satire on 20th century civilization and complexes.

**Lindsay, Norman Alfred William**  
Mr. Gresham and Olympus. 313p. D [c. '32] N. Y., Farrar & Rinehart \$2  
A story of the talented and erratic Gresham family, by the Australian author of "Every Mother's Son."

**Löhndorff, Ernst F.**  
Hell in the Foreign Legion; tr. by Gerard Shelley. 349p. D '32 N. Y., Greenberg \$2.50  
A realistic account of life in the Foreign Legion which presents a startling contrast to romanticized versions.

**Luetkemeyer, Mathilde Junge**  
Sheaves of soul and song. 205p. T [c. '31] [Cleveland Heights, O., M. V. Harrison, 3337 E. Fairfax Rd.] \$1.50  
Verse, essays, and travel sketches.

**Luhan, Mabel Dodge**  
Lorenzo in Taos. 352p. il. O c. N. Y., Knopf \$3.50  
A portrait of D. H. Lawrence in New Mexico by one who knew him well. Many letters from him to the author, which have never been published before, are included.

**Lynd, Robert [Y. Y., pseud.], ed.**  
Love throughout the ages; love stories of all nations. 1201p. O [c. '32] N. Y., Coward-McCann \$3  
An omnibus volume of great love stories from all countries and from all the ages.

**MacArthur, Burke**  
Rivers into wilderness. 295p. D c. N. Y., Mohawk Press \$2.50  
A story of homestead life in the coulee section of Washington as seen through the eyes of little Lonnie Branner.

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**Lloyd J. W.**  
Carrot culture. 8p. il. O (Univ. of Ill., Agri. Exp. Sta. circular 386) [c. '32] [Urbana, Ill.] Univ. of Ill. pap. apply

Cauliflower for corn-belt gardens. 11p. il. O (Univ. of Ill., Agri. Exp. Sta. circular 385) [c. '32] [Urbana, Ill.] Univ. of Ill. pap. apply

**McCurdy, Robert M., comp.**  
The book of garden flowers [new ed.]. 323p. il. (pt. col.) O '31, c. '17, '26 [Garden City, N. Y.], Nelson Doubleday \$2.08

**MacDonald, Philip [Oliver Fleming, Anthony Lawless, pseuds.]**  
The noose; a detective story. 309p. D (Copyright fiction) [c. '30] N. Y., Burt 75c.

**McGroarty, William Buckner, ed.**  
Washington, first in the hearts of his countrymen [lim., signed numbered ed.]. 264p. (bibl.) il. (pors.) Q c. Richmond, Va., Garrett & Massie \$5

A collection, by the present president of the Washington Society of Alexandria, of orations about George Washington which were delivered during the years 1799 to 1814 by members of the Society who had known Washington personally and could thus speak with authority.

**Mackail, Denis George**  
David's day. 348p. D c. Bost., Houghton \$2.50

The events of a single day in London on which the arrival of the new baby, David, influences all sorts of persons and places.

**McLaren, Amy**  
Bawbee Jock [new ed.]. 384p. D '32 N. Y., Putnam \$2

**Marshall, Edison**  
The doctor of Lonesome River. 293p. D (Copyright fiction) [c. '30, '31] N. Y., Burt 75c.

**Mason, Mrs. Caroline Atwater**  
Challenged. 100p. D [c. '32] N. Y., Revell \$1  
A novel which presents arguments in favor of prohibition and the enforcement of the 18th Amendment.

**Mears, I., and Mears, L. E.**  
Creative energy; being an introduction to the study of the Yih King, or Book of changes, with translations from the original text. 262p. diagrs. D [c. '32] N. Y., Dutton \$2

**Medal stories; bk. 1; by the Daughters of Charity, St. Joseph's College, Emmitsburg, Maryland.** 249p. il. (pt. col.) D '31 c. Lynchburg, Va., Brown-Morrison Co. \$1  
Stories of Catholic saints, for boys and girls.

**Miller, Alice Duer [Mrs. Henry Wise Miller]**  
The bishop's nephew. 293p. D '32, c. '26-'32 N. Y., Dodd, Mead \$2  
Five short stories about the smart society of Long Island, Park Avenue and the Continent.

**Montgomery, Richard G.**  
"Pechuck"; Lorne Knight's adventures in the Arctic [foreword by Sir Hubert Wilkins]. 306p. il., map D c. N. Y., Dodd, Mead \$2.50  
An account of the experiences of Lorne Knight who spent over four years in the Arctic as one of the youngest members of the Canadian Arctic Expedition under the leadership of Stefansson. Knight died during a later expedition.

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**Lundholm, Helge**  
Schizophrenia. 117p. (bibl.) O (Duke Univ. psychological monographs, no. 2) '32 Durham, N. C., Duke Univ. Press pap. apply

**Lyman, R. L.**  
The enrichment of the English curriculum. 299p. (top. bibl.) O (Supplementary educational monographs, no. 39) [c. '32] Chic., Univ. of Chic. Press pap. \$2

**Morrison, Henry Clinton**  
The management of school money. 542p. (2p. bibl.) diagrs. O [c.'32] Chic., Univ. of Chic. Press \$4  
A book for educators by a professor of education in the University of Chicago.

**Mozumdar, Akbar Kumar**  
The triumphant spirit; lesson book of the ages; the Christ message of to-day. 300p. S. [c.'31] Los Angeles, Author, 1001 Armour Ave. lea., \$10

**My first husband; by his first wife.** 316p. D [c.'32] N. Y., Greenberg \$2.50  
The wife of a well-known figure in the literary world writes, anonymously, the story of their seven years of marriage, which ended in divorce.

**Meyers, Harry**  
Human engineering. 326p. (3p. bibl.) diagr. D. c. N. Y., Harper \$4  
A practical guide to the problem of man management in business. The author has served as superintendent of personnel in three large corporations.

**Nicholson, Alfred**  
Cimabue; a critical study. (bibl. notes) il. Q (Princeton monographs in art and archaeology, 16) c. Princeton, N. J., Princeton bds. \$10  
With about 50 plates reproducing Cimabue's work.

**Noble, Miriam**  
Golden rules of world religions; a study in words and pictures. 68p. il. (col. front.) O '31 c. Los Angeles, Ivan Deach, Jr., 414 E. 11th St. \$2.50  
Illustrating the ethical similarities among the chief religions, ancient and modern.

**Norris, Rev. J. W. Coke**  
Caesar and Vercingetorix. 187p. S '32 N. Y., Macmillan \$1

**Norris, Margaret**  
Heroes and hazards; talks with the dare-devils of to-day; true stories of the careers of the men who make our modern world safe by their courage. 192p. il. D c. N. Y., Macmillan \$2  
Stories of the work of the ship's pilot, the life-saver, the bridge builder, the men who work with dynamite, and many others. Illustrated with photographs.

**Nowak, Karl Friedrich**  
Germany's road to ruin; the middle years of the reign of the Emperor William II; tr. by E. W. Dickes. 391p. (17p. bibl.) il. O '32 N. Y., Macmillan \$5  
This account of German policy during the period from 1887 to 1906 was written in close cooperation with the ex-Kaiser himself and the illustrations are reproduced from originals in his private collection.

**Osgood, Phillips Endecott, D.D.**  
The gift of self; an allegory reprinted from The sinner beloved. 24p. D '32, c. '28 N. Y., Harper pap. 25 c.

**Ogden, Mrs. Gussie D.**  
Hits and whims [fiction]. 138p. O c. N. Y., Daniel O'Malley, 1776 B'way \$1.50

**Oldham, J. H., and Gibson, B. D.**  
The remaking of man in Africa. 185p. O '31 N. Y., Oxford \$1.25

**Otto, Rudolph**  
Religious essays; a supplement to the idea of the holy; tr. by Brian Lunn. 160p. O '31 N. Y., Oxford \$2.50

**Owen, A. S.**  
Aristotle on the art of poetry; an analytic commentary and notes; being a companion to the translation by Ingram Bywater. 82p. S '31 N. Y., Oxford 85 c.

**Palmer, Irene**  
Tests and measurements; a workbook in health and physical education. 155p. (5p. bibl.) diagrs. O c. N. Y., A. S. Barnes \$2

**Payne, Mrs. Elizabeth Stacy McGovern**  
Easy street. 306p. D (Copyright fiction) [c.'30] [N. Y., Burt] 75 c.

**Perkin, William Henry, and Kipping, Frederick Stanley**  
Perkin and Kipping's Organic chemistry; pt. I; new ed. by F. Stanley Kipping and F. Barry Kipping. 654p. diagrs. D ['94.'32] Phil., Lippincott \$3.50

**Phillpotts, Eden**  
Jane's legacy; a folk play in three acts. 133p. S [c.'31] N. Y., S. French bds. \$1.25

**Pryde, Anthony, pseud. [Agnes Russell Weekes]**  
The story of Leland Gay. 303p. O c. N. Y., Dodd, Mead \$2  
To outward appearances Leland Gay is a charming Englishman yet his Russian blood forces him to take revenge on the man who wronged his mother.

**Public health organization; report of the Committee on Public Health Organization**  
360p. diagrs. O (White House Conference; Public health service and administration) [c.'32] N. Y., Century \$3  
The Committee finds the concept of public health service changing, no longer concerned primarily with the control of communicable disease, but today actively promoting programs to promote mental and physical health.

**Quin, B. G.**  
The murder rehearsal. 309p. D [c.'32] N. Y., Greenberg \$2  
The circumstances of the death of Sir Arthur Barrington during the rehearsal of an amateur play points to his brother as the murderer.

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**Moodie Roy L.**  
Roentgenologic studies of Egyptian and Peruvian mummies. 142p. il. Q '31 Chic., Field Mus. \$5

**Nickles John M.**  
Bibliography of North American geology 1929 and 1930. 282p. O (U. S. Dept. of Int., geol. survey bull. 834) '31 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 45 c.

**Patterson, Ernest Minor, ed.**  
Power and the public. 193p. (bibl. footnotes) O (Annals, v. 159, pt. 1) c. Phil., Amer. Academy of Political & Social Science pap. \$2

**Phelps, Pauline, and Short, Marion**  
In Washington's day; a play of Revolutionary times in three acts. 89p. diagr. D c. '32 N. Y., S. French pap. 50 c.

**Poebel, Arno**  
Das appositionell bestimmte Pronomen der 1. Pers. Sing. in den westsemitischen Inschriften und im Alten Testament. 94p. (bibl. footnotes) O (Oriental Inst., Assyriological studies) ['32] Chic., Univ. of Chic. Press pap. \$1

**Radiguet, Raymond**

The devil in the flesh; tr. by Kay Boyle; foreword by Aldous Huxley. 228p. D (Crosby continental eds.) c. N. Y., Harrison Smith \$2.50

The story of a precocious and adolescent love. The first translation of the Crosby Continental Editions published in Paris.

**Ragsdale, Clarence E.**

Modern psychologies and education. 418p. D (Experimental educ. ser.) '32 N. Y., Macmillan \$2.25

**Read, Herbert Edward**

The anatomy of art; an introduction to the problems of art and aesthetics. 236p. il. D '32, c. '31, '32 N. Y., Dodd, Mead \$3

A definition of the essential elements of art and an appraisal of various forms of art from primitive to ultra-modern works.

**Reynolds, John Murray**

The guns of Yorktown. 283p. il., map D c. N. Y., Appleton \$2

A story of the Revolution for boys.

**Ridgeway, Sir William**

The early age of Greece; 2 v. 700p.; 775p. (bibl. footnotes) il., diagrs. O '31 [N. Y., Macmillan] \$11, ea.

Volume one has been out of print for many years, and is now reissued with volume 2, left unfinished by the author's death in 1926 and prepared for publication by the author's literary executors, A. S. F. Gow and D. S. Robertson.

**Ridley, Clarence Eugene, and Nolting, Orin Frederyc, eds.**

City manager yearbook, 1932; council-manager developments in 1931; eighteenth annual conference proceedings; Association business; city manager directory. 272p. map O '32 Chic., Internat'l City Managers' Ass'n, 923 E. 60th St. \$2

**Rinehart, Mary Roberts [Mrs. Stanley Marshall Rinehart], and Hopwood, Avery**

The bat; a play of mystery in three acts. 140p. il., diagrs. D (French's standard lib. ed.) c. '08-'32 N. Y., S. French pap. 75 c.

**Rohmer, Sax, pseud. [Arthur Sarsfield Ward]**

Daughter of Fu Manchu. 316p. D (Copyright fiction) [c. '30, '31] N. Y., Burt 75 c.

**Rosenthal, Henry S.**

The way out. 74p. D [c. '31] [Cin., American Bldg. Ass'n News Press] \$1

Suggesting a way out of the present economic situation, which will enlist idle capital and employ workers who are now idle, through a twenty-year plan to foster home building and home-owning.

**Ross, Leland M., and Grobin, Allen W.**

This Democratic Roosevelt; the life story of "F. D.": an authentic biography. 312p. il. D [c. '32] N. Y., Dutton \$2.50

A biography of Franklin D. Roosevelt, present Governor of New York State, and possible candidate for the Democratic Presidential nomination.

**Rohwer, Carl**

Evaporation from free water surfaces. 96p. (2p. bibl.) il., map, diagrs. O (U. S. Dept. of Agri., technical bull. no. 271) '31 Wash., D. C. [Gov't Pr. Off.; Sup't of Doc.] pap. 25 c.

**Russell, R. J.**

Dry climates of the United States; 2, Frequency of dry and desert years 1901-20. 28p. maps (pt. col.).

**Rowland, Henry Cottrell**

Many mansions. 364p. D c. N. Y., Long & Smith \$2

A young rake is killed in an automobile accident, and, after death, wanders in a strange land, where he meets Cynthia, the one girl for whom he had really cared.

**Russell, Sir Edward John**

Soil conditions and plant growth; 6th ed. 643p. (23p. bibl.) il., diagrs. O (Rothamsted monographs on agricultural science) '32 N. Y., Longmans \$7.50

**St. John, Jessie**

Fruit of the tree [verse]. 64p. D '31 [Lafayette, Ind., Author] \$2

**Samuel, Maurice**

Jews on approval. 265p. O [c. '32] N. Y., Liveright \$2.50

An indictment of the stupidities and hypocrisies within Jewish life in which the author attempts to bring the Jewish people face to face with the ultimate principles of Judaism.

**Sanford, Anne P., comp.**

Peace plays. 282p. D c. N. Y., Dodd, Mead \$2.50

A collection of eighteen plays, suitable for both young and old actors, whose theme is the desirability and promotion of international peace.

**Sayers, Dorothy Leigh [Mrs. Atherton Fleming], ed.**

The omnibus of crime. 1177p. O (Star b'ks.) [c. '29] Garden City, N. Y., Garden City Pub. Co. \$1

**Scholl, John William**

In Gaea's garden [verse]. 108p. D [c. '32] Ann Arbor, Mich., Bijou B'ks, 917 Forest Ave. \$1.75

**Sargent, Nellie B., ed.**

Younger poets. 448p. (5p. bibl.) D [c. '32] N. Y., Appleton \$2.50

An anthology of American secondary school verse.

**Shepard, Kathleen, pseud.**

Country club girl. 255p. D c. N. Y., Mohawk Press \$2

Gabrielle Barclay, belonging to the younger set of Park Avenue and Palm Beach society, wanted excitement and swift living until she met Michael Delano, a young Harvard professor.

**Shoffner, Charles Pennypacker**

The bird book; a new book for bird-lovers, teachers and students, with more than five hundred questions and answers [new ed.]. 374p. il., diagrs. D '32, c. '29, '32 N. Y., Stokes \$2

Formerly published by Richard Manson.

**Smith, Nelson Lee**

The fair rate of return in public utility regulation. 347p. (21p. bibl.) D c. Bost. Houghton \$3

An analysis of the problem by a Dartmouth professor. A Hart, Schaffner and Marx prize essay in economics.

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 Zoology. Chidester, F. E. \$3.75 *Van Nostrand*

# Old and Rare Books

Frederick M. Hopkins

**B**OOKS, autographs and manuscripts from the libraries of Mrs. Frederick A. DePeyster, of this city, James M. Kennedy of Garden City, Long Island, with additions were sold by the American Art Association Anderson Galleries, Inc., in a single session, February 9, 287 lots bringing \$11,527. The highest priced lot was a copy of the first edition of "A Narrative of the Shipwreck of the Whale-ship Essex, of Nantucket; Which was Attacked and Finally Destroyed by a Large Spermaceti Whale, in the Pacific Ocean, by Owen Chase, of Nantucket, first mate of Said Vessel," which brought \$1,675. The value of the book was due largely to the fact that it was once owned by Herman Melville, had his signature on the front flyleaf, had eleven pages of a critical estimate of the book in his autograph, and is believed to have been a source book of his "Moby-Dick." Other important lots and the prices realized were the following: Burton's "Anatomy of Melancholy," 4to, levant morocco by Rivière, Oxford, 1621, first edition, \$260; privately printed edition of Stephen Crane's "Maggie," New York, 1893, with presentation inscription by the author's brother, front wrapper mended and frayed, \$85; Charles Lamb's "Tales from Shakespeare," 2 vols., 12mo, green morocco, by Rivière, London, 1807, first edition, \$255; A.L.S. of Laurence Sterne, n.p., n.d., written from the Red Lion Inn, torn and repaired, \$255; and Walter Crane's copy of Oscar Wilde's "The Happy Prince," small 4to, vellum boards, London, 1888, first edition, slightly rubbed, \$90.

**O**NE of the most interesting of the many exhibitions held in commemoration of the bicentenary of the birth of George Washington will be displayed by

the Cornell University Library at Ithaca, N. Y. It will include the earliest known writings of Washington from the Sparks collection of Washingtoniana, gathered many years ago by Jared Sparks, former president of Harvard, and purchased by Ezra Cornell, founder of Cornell University. Included in the collection of Washington early documents is a page from one of his first notebooks in which he wrote his method of determining the area in acres and in square rods of a given plot of land, and a scale drawing dated 1746, when he was fourteen years old, showing the comparative lengths of the surveyor's chain and the pole. Also in the collection are the title-page of his first surveying notebook and notes on one of his first jobs, with a neat map of the plot of land which he surveyed and the computations used in figuring the area. The exhibition will cover the entire life of Washington, containing his signature at twelve years of age and just before his death. The earlier signature is inscribed in a large round hand, while that on December 10, 1799, shows signs of his failing health.

**WILLIAM ROBERTS** whose "Notes on Sales" appear regularly in the *London Times Literary Supplement*, stands at the head of English writers on rare book subjects, and is an authority on rare book sales. He reviewed the Lothian sale of manuscripts and early printed books sold in the first session, in the *Times* of February 4th. He said: "The long continued reports of the chronic bad times in the United States, more especially in art and book matters, would hardly seem to be substantiated by the Lothian sale. . . Over £102,000 for an evening's sale of eighty-nine lots of manuscripts and books and a grand total of \$410,545 (£117,000)

... for 168 lots in two evenings is not only amazing but unprecedented. The first day's total must be a world's record of its kind, and has not often been exceeded even at a sale of pictures by old masters." Further on in his article Mr. Roberts continues: "It may be that the English booksellers who have gone to New York for the sale will ransom some of these volumes; but there are so many wealthy private collectors and public institutions in the United States, and the opportunity of acquiring such rarities is hardly likely to occur again in our time, that any hope of ransom seems a forlorn one."

**T**HE Shakespeare Head "Brontë," to be published by Basil Blackwell under the joint-editorship of T. J. Wise and J. A. Symington, who have either in their possession or at their service all the existing material of value which has been brought together after many years of research, will fill twenty volumes. Eleven volumes are devoted to the novels, reprinted from the original editions and illustrated with colotype reproductions by Jack Hewer, as well as of contemporary engravings. "The Life and Letters of the Brontës," based on Clement Shorter's work, but including much new material, will fill four volumes. The two further volumes will contain "The Poems of the Brontës"—the first attempt to issue these, accurately ascribed, in a chronological sequence; and two other volumes which will include the unpublished work. The edition will be completed by a bibliographical volume recording all the published and unpublished works of the family.

**A**N item of unusual interest in Catalog No. 36, just issued by William H. Robinson, Ltd., of London, describes a remarkable collection of book auction catalogs gathered over a long period of years by Frank Marcham, the bibliographer and Shakespearian scholar. The collection comprises a total of nearly 2,000 catalogs, ranging from that of Stephen Charnock in 1680, the fourth year of book auctions in England, to the Britwell Court sales of 1910-27. There are nearly 500 catalogs prior to 1850, including many of great interest, rarity, and importance. Included are such names as Charles Bernard, Thomas

Rawlinson, Sir Isaac Newton, David Garrick, Mrs. Piozzi, James Boswell, Joseph Addison, Stevens, Malone, Huth, and Christie-Miller. In bibliographic, literary and human interest book catalogs are of the first importance, and the Marcham collection may be regarded as a remarkable achievement. With their aid the trend and fashion of collecting is clearly visible through the centuries. The collection is priced at £1,250.

**R**IChARD L. SCHWARTZ, of Houston, Texas, writes: "I have just run into a copy of Longfellow's "Courtship of Miles Standish," 1858, which has the pages of advertising in the back dated September, 1858. All catalogs that I can find give the advertisements as dated October and describes such copies first issue of the first edition." The examination of catalogs near at hand all give the date of the advertisements as October, 1858. But we find that we have a copy dated September, 1858. This copy has the slip advertising the Waverley Novels inserted between the first cover and fly leaf, which was inserted in the earlier copies. Apparently advertisements bearing the date of September and also of October were inserted in early copies of the first edition.

**I**MPORTANT Americana, autograph letters, Washington relics and memorabilia, the property of Oscar Dane of St. Louis, will be sold March 4 by the American Art Association Anderson Galleries, Inc. The autographic material is of special interest, including 59 letters from Alexander Hamilton to Col. Aaron Ogden, during the organization of the United States army from March 7, 1799, to October, 1800; and a series of letters from the Huntington family, including some by Gov. Trumbull and Signers of the Declaration of Independence, and a collection of letters by Abraham Lincoln, Theodore Roosevelt and others.

### Auction Calendar

**Tuesday and Wednesday evenings, March 1st and 2nd, at 8 o'clock.** Selections from the library of a Chicago collector. (No. 18; Items 448.) Chicago Book and Art Auctions, Inc., 410 South Michigan Ave., Chicago, Ill.

### Catalogs Received

**Americana.** (Items 413.) Ernest W. Stevens, Combwich, Bridgwater, England.

# The Weekly Book Exchange

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**TERMS:** Under "Books Wanted" (a service for booktrade only) 15c. a line to subscribers, no charge for address; to non-subscribers, 20c. a line, charge for address.

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Write plainly on one side of paper. The Weekly is not responsible for typographical errors. Illegible "wants" ignored. Each title must begin

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In answering state edition, condition and price including transportation.

Give your name and address.

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G. A. Audsley. Organ Bldg. 2 vols.  
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Strange Manuscript in a copper cylinder.

**THE ARCHWAY, 319 PIKE ST., SEATTLE, WASH.**  
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Eckel. Bibliography of Dickens.

**ARGUS BOOK SHOP, 333 S. DEARBORN, CHICAGO**  
O'Higgins, Harvey. Detective Duff Unravels.  
Harris, Frank. Contemporary Portraits. Second Series. N. Y. 1919; Contemporary Portraits. Third Series. N. Y. 1920; Contemporary Portraits. Fourth Series. N. Y. 1923. 1st eds.

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Percy, Bishop. Love Songs and Humorous Ballads.  
Picturesque America.

Rogers. Poems with engravings after Turner.  
U. S. Geological Rep. 1896 & 1898.  
Upton. Military Policy of U. S.

**J. BAER & CO., HOCHSTR. 6, FRANKFURT A/M, GER.**  
Taylor, B. Boys Other Countries. New ed. 1904;

Poetical Works ed. Hansen-Taylor. Fireside ed. 1907; History of Germany. New ed. 1916; Story of Kennett. 1903; Lars, a Pastoral of Norway. 1901.

Harrison. Washington. Heroes of Nation, 42. 1906. Putnam.

Goodspeed. Papyri fr. Karamis. Stud. in class. philol. 1900.

**Books Wanted—Continued**

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 Goodspeed. Greek Papyri fr. Cairo Mus. together with Papyri of Roman Egypt fr. Amer. collect. 1902.  
*Saturday Review of Literature.* Vol. VIII. 1931-32. No. 15 only.  
 Margaret Fuller. Works. Boston. Roberts. 1874.  
 Perry, Bliss. Study in Poetry. N. Y. 1920.  
 Narris, Fr. Comp. Works. N. Y. 1903. Golden Gate ed. Doubleday.  
 Poe, E. A. Works ed. Harrison. Virginia ed. 17 vols. Bound.  
*A Sheaf of Poems* transl. by B. Taylor and Lil. B. Taylor. 1911.  
 Sinclair, U. H. Love's Pilgrimage; What's the Use of Books. 1926.  
 Garland, H. Main-travelled Roads. 1899; Prairie Folks. 1892.  
 Johns Hopkins Univ. Studies in Historical and Polit. Science. Vol. 30, pts. 2, 3, 4; vols. 31 to 37 complete; vol. 38, pts. 1, 3, 4; vols. 39 to 41 compl.; vol. 48, pt. 4; vol. 49 compl.  
*North American Review.* Vols. 219, 221, 223 to 226, 228 up to 1931, incl.  
*Harvard Law Review.* 1929-30 and 1930-31.  
*American Journal of Semitic Lang. and Literat.* Vol. 44 up to Vol. 47, 1927-28 to 1930-31.  
*The Nation.* N. Y. Vols. 1 to 9 and 59 to 80.  
 Larsen. Microscop. Determination of Nonopaque Minerals. 1921. U. S. Geol. Survey.  
*American Journal of Internat. Law.* Vol. 18.  
*Journal of Biological Chemistry.* Vol. XIX compl. or part 2 only.  
 Miller. Reservations to Treaties. N. Y. 1919.  
 Taylor, B. Poems. 1856; Poems of the Orient. 5th ed. 1857; A Visit to India, China, Japan. 1855; Song of the Camp, Grasshopper and Cricket. N. Y.; Melodies of Verse. 1884.

G. A. BAKER & Co., 247 PARK AVE., NEW YORK  
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 Jonathan Edwards' Sermons published by Mac. Cable. Strange True Stories of Louisiana.  


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 Raines. Bibliography of Texas.  
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Hansen. Midwest Portraits. Harcourt.

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Maynard. Our Best Poets Eng. and Amer. Holt.

Monroe. Poets and Their Art. Macmillan.

Wharton. Madame de Troymes. Scribner.

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Guhl & Koner. Life of the Greeks and Romans. Trans. from 3rd German ed. by Hueffer. Scribner.

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Ambler. Sectionalism in Virginia.

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Gregory. Forms for Va. & W. Va. (legal).

House. Philip Dru, Administrator.

Dixon. Genevieve de Brabant. Novel.

Book Review Digest. Singles or run.

American Library Directory. 1930.

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BILTMORE BKSHOP, BILTMORE HOTEL, LOS ANGELES

Diaz del Castillo. Discovery and Conquest of Mexico. Trans. by Maudslay. Harper. 1928.

Charcot. Treatise on Hypnosis.

Austin Chester. Life of E. M. Ward.

Mulready. The Wedding Gown.

Piggott. Life of James Ward.

Works of J. Ward and G. Morland. Pub 1793.

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James, William. Psychology. 2 vol. ed.

Twenhofel. Treatise on Sedimentation.

Wilson, Woodrow. Hist. of American People.

Locke, John. Human Understanding. Edited by Fraser. 2 vols. Oxford Univ. Press.

Van Loon, W. H. Tolerance. Revised ed.

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BOOK SHELF, 1413 EGMONT, BRUNSWICK, GEORGIA  
Blennahosett Papers: Containing a diary kept by Herman Blennahosett while in prison at Richmond. Ed. by Judge W. H. Stafford at Chillicothe, W. Va. Also other books on the History of Blennahosett Island.

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Hamlin Garland. Shadow World.

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Memoirs of General Marbot.

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Life of Robert Browning. W. Hall Griffin. Macmillan. 1910.

Philo System of Poultry Raising.

Field, Farm and Factory. Kropotkin.

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BOOKSHELF, 311 WEST ST., UNION CITY, N. J.  
Stitches from Eastern Embroideries. P. Lund.  
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Catalogue of Embroidery Collection Loaned the Kensington by Mr. A. B. Ware.  
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Pittman. *Trial of Milligan*. Bolles.  
Radio. San Francisco. Dec., 1927; Jan., 1928.  
Reed. *The Brothers War*.  
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Defoe. *Robinson Crusoe*. Illus. Paget. 2.  
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# Forthcoming Issues

❖ ❖ ❖ Next week James Kendrick Noble, of Noble & Noble, educational publishers, answers the statement made by Joseph Brewer in the *Weekly* of December 12th that American publishers "hand out more and more text-books to lie heavy on the mind and produce congestion of the reading faculty." This is a continuation of the discussion of Commercial vs. Scholarly Publishing introduced by Mr. Brewer and carried on by Donald Bean in the issue of January 16th and Frank D. Halsey in the February 13th number. ❖ ❖ ❖

❖ ❖ ❖ Isidor Schneider, of the Macaulay Company and author of "The Temptation of Anthony and Other Poems" contributes an article next week entitled "Hard Times for Poets" in which he decries the present

material attitude toward poetry, especially as evidenced by H. L. Mencken and Oswald Spengler. ❖ ❖ ❖

❖ ❖ ❖ This issue carries the Bookmaking Department for March. William Kittredge's article on designing the backbones of books will be the leading article. The Department will also contain the paper by Edward K. Robinson on "The Ideal Book" which was postponed from February 6th. ❖ ❖ ❖

❖ ❖ ❖ The Spring Announcement Number will appear March 12th. ❖ ❖ ❖

❖ ❖ ❖ A discussion of Bookkeeping Systems for retail bookshops by Doris Pattee of the National Association of Book Publishers will appear in the issue of March 19th. ❖ ❖ ❖

# THE CARE AND REPAIR OF BOOKS

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usable hand-book written from ripe experience.

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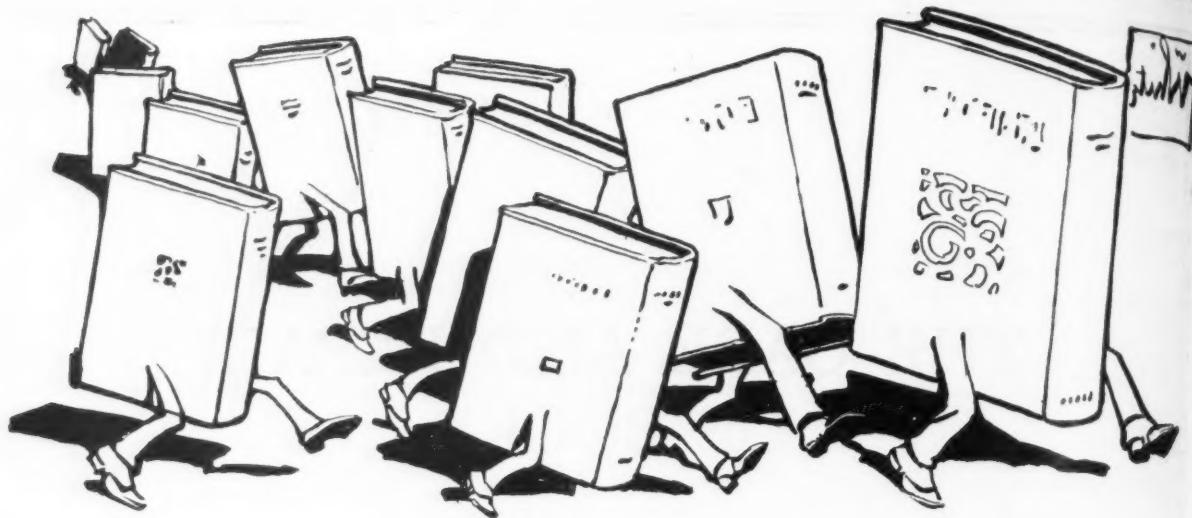
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